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CWC REDUCES JAMAICA MOBILE RATES

Cable & Wireless Communications' LIME business has significantly reduced mobile call charges in Jamaica following recent changes to the regulatory framework.

Earlier this month Jamaica's telecommunications regulator, the Office of Utilities Regulation, reduced the Mobile Termination Rate (MTR) - the amount charged to an operator each time one of its customers makes a call to a rival network. LIME had argued that the previous MTR was too high and inhibited competition in the market to the detriment of customers.

LIME has now introduced a new plan, called TALK EZ, which charges prepaid customers J\$2.99 (around 3 US cents) per minute for calls to other LIME mobiles and international calls to the USA, Canada and UK landlines.

TALK EZ postpaid customers pay J\$1.99 (around 2 US cents) per minute for calls to other LIME mobiles.

Calls from LIME customers to other local networks have been reduced to J\$6.99 (around 8 US cents) per minute.

Jamaica is the largest country in the English-speaking Caribbean with a population of around 2.89 million people.

About Cable & Wireless Communications

Cable & Wireless Communications is a global full-service communications business. We operate leading communications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay TV, data centre and hosting, carrier and managed service /social telecom (telecom enabled public services) solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. Serving the communities where we operate is at the heart of our approach, and we are committed to behaving in an ethical and socially responsible manner. For more information visit www.cwc.com.

About LIME

LIME has a proud history in the Caribbean region and is always working to improve life in the region.

We deliver the very best telecommunication services to governments, businesses and families in 13 Caribbean countries with one unifying promise - building, connecting and serving communities.

Our four key values are:

- Respect – we treat our customers and each other as we want to be treated;
- Deliver – we keep our word. We do what we say we're going to do;
- Win – Caribbean people are winners. We win by helping our customers and communities to win;
- Innovate – We always find a way to help our customers and communities and love coming up with new ways to do it.

For more information, please visit: <http://www.lime.com>

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