



**24 June 2013**

## **CWC CUTS JAMAICA MOBILE RATES AGAIN**

LIME, Cable & Wireless Communications' business in Jamaica, has significantly reduced mobile call charges following a reduction in the wholesale cost of making calls between networks.

Earlier this month Jamaica's telecommunications regulator, the Office of Utilities Regulation (OUR), announced its intention to introduce a lower Mobile Termination Rate (MTR) - the amount charged to an operator each time one of its customers makes a call to a rival network. The new J\$1.10 (around 1 US cent) MTR will be introduced on 1 July 2013.

LIME was the first mobile operator to respond. It has reduced the cost of mobile calls locally (and to United States, Canada and UK landlines) for prepaid customers using its Talk EZ plan to a flat rate of J\$2.99 (around 3 US cents), billed on a per second basis. That was a reduction in price of nearly 60% for LIME's customers on the previous cost of calling customers of other Jamaican networks and for international calls.

This is the second major cut in mobile phone call rates led by LIME in two years. The operator [introduced the Talk EZ plan](#) when the OUR implemented an intermediate lower MTR of J\$5 per minute (around 5 US cents) in June 2012. LIME Jamaica increased its mobile customer base by 16% in the 2012/13 financial year.

Garry Sinclair, the CEO of LIME Jamaica, commented:

"We are again delivering on the promise of value to Jamaican consumers. With this new Talk EZ rate, customers will think nothing of calling any number in Jamaica, the USA, Canada and landlines in the U.K. They all cost the same \$2.99 per minute – billed per second. We expect that this all-time-low rate will give consumers 'sitting on the fence' the best incentive to come and experience true mobile value."

Jamaica is the largest country in the English-speaking Caribbean with a population of around 2.9 million people.

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### **About Cable & Wireless Communications**

Cable & Wireless Communications is a full-service communications business. We operate leading communications businesses offering 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 solutions. Our operations are focused on providing our customers - consumers, businesses, governments - with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit [www.cwc.com](http://www.cwc.com).

**About LIME**

LIME is the Caribbean's largest telecommunications company with a proud history in the region, and which is always working to improve life in the Caribbean. LIME delivers the very best communication services to governments, businesses and families in 13 Caribbean countries with one unifying promise—building, connecting and serving communities. LIME is part of Cable & Wireless Communications PLC, one of the world's leading communications companies. For more information, please visit: <http://www.lime.com>

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