



2 April 2009

CABLE & WIRELESS INTERNATIONAL REBRANDS TO CWI GROUP

Cable & Wireless International today unveiled its fresh new brand identity which includes a change of name for the London-based company, to CWI Group.

As the owner of market-leading telecom businesses, whose operations stretch across 38 separate countries, the name CWI Group perfectly reflects the company's position as a portfolio management business.

Tony Rice, CEO said "Today is an important milestone for our business. We wanted a name that built on our heritage and linked us to our past, as well bringing our brand identity up-to-date and reflecting the fact that our business and our customers are truly international."

CWI Group maintains a stable of four regional businesses - Macau, Panama, the Caribbean and Monaco & islands – which have their own brands. Several of the business units will continue using the Cable & Wireless name, for example Cable&Wireless Panama.

The brand of Cable and Wireless plc (the group company) remains unchanged.

Notes to editor

The CWI Group portfolio includes the following company names and brands:

Panama

- Cable&Wireless Panama (CWP) – All services
- +Movil - Mobile

Macau

- CTM – All services

Monaco & the Islands

- Cable & Wireless (Ascension Island, Bermuda, Diego Garcia, Falkland Islands, Seychelles, St Helena) – All services
- Dhiraagu (Maldives) – All services
- Monaco Telecom (Monaco) – All services
- Roshan (Afghanistan) - Mobile
- Sure (Channel Islands) – All services

Caribbean

- LIME – Fixed-line, internet, mobile and entertainment

About CWI Group

CWI Group is an owner and operator of leading regional telecoms businesses. Headquartered in London, it operates businesses through four regional operations – the Caribbean, Panama, Macau and Monaco & Islands – delivering world class service and efficiency. CWI Group is a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed line services, as well as enterprise and managed service solutions.

www.cwig.com

Contacts

CWI Group			
Lachlan Johnston	Brand & Communications Director	lachlan.johnston@cwig.com	+44 (0) 7800 021405
Claire Wallace	Director of Internal & External Communications	claire.wallace@cwig.com	+44 (0) 7887 628275
Sally Sommers	Brand & Communications Manager	sally.sommers@cwig.com	+44 (0) 7800 021790
FINSBURY			
Rollo Head			+44 (0) 20 72513801