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CHRIS DEHRING APPOINTED CHAIRMAN OF LIME JAMAICA

November 11, 2009

LIME, Cable & Wireless International's Caribbean's business, has appointed Chris Dehring as Chairman of the Board of LIME Jamaica, effective November 9 2009. Mr. Dehring succeeds Leonardo "Len" de Barros, who served as Board Chairman for six years.

Mr. Dehring, who was recently appointed Chief Marketing Officer for LIME, has responsibility for the company's brand management and regional marketing strategy which encompasses all 13 of LIME's business units across the Caribbean.

LIME Caribbean's CEO David Shaw said, "Chris has been a most welcome addition to LIME's regional executive team and I am truly excited that he will now be taking on the additional responsibility of serving as Chairman of our business in Jamaica."

"As the largest market in the Caribbean, Jamaica is critical to our overall regional business and with Chris taking on the role of Chairman we are bolstering our team and building a solid foundation to drive growth and profitability in this critical market," Mr. Shaw added.

The CEO also expressed gratitude to outgoing Chairman Len de Barros for his years of service. "On behalf of the Board of Directors and the Management and Staff of LIME Jamaica I would like to offer my most sincere thanks to Len for the dedicated service he has given for the last six years. His will be difficult shoes to fill, but I am confident that Chris is up to the task."

Prior to joining the Executive Team at LIME Mr. Dehring earned a solid reputation in Jamaica and across the Caribbean as a marketing executive and entrepreneur. He was one of the founders of Jamaica's first investment bank and the Caribbean's first sports television channel and he served as the Managing Director and CEO of ICC Cricket World Cup 2007 (CWC 2007) – the largest event ever held in the Caribbean.

For more information on LIME visit www.time4lime.com.

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About LIME

LIME (Landline, Internet, Mobile, Entertainment) is the Caribbean's leading telecommunications company, focused on building products and services that make Caribbean people's lives better. LIME's aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless, one of the world's leading international communications companies.

About CWI Group

CWI Group (formerly International) is an owner and operator of market-leading telecoms businesses. Headquartered in London, we operate through four regionally-based business units – the Caribbean, Panama, Macau and Monaco & Islands. We are a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed line services, as well as enterprise and managed service telecom solutions.

Our mission is to develop a portfolio of world class telecom businesses. Our businesses will be world class in terms of the products we offer; the service levels we provide; the training, career development and motivation levels of our people; and our financial performance. We aim to attain leadership in all of our product categories and markets.

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