

## **CABLE & WIRELESS COMMUNICATIONS UNVEILS NEW IDENTITY FOR INDEPENDENT FUTURE**

Cable & Wireless Communications, the full-service telecoms business formerly part of Cable & Wireless Group, begins trading today as an independent company with a new identity.

The demerger, which was completed this morning, will see Cable & Wireless Communications focusing entirely on managing its full-service telecoms operations in the Caribbean, Panama, Macau and Monaco & Islands. This business was formerly known as Cable & Wireless International.

The new Cable & Wireless Communications identity has been launched today along with a new corporate web site, [cwc.com](http://cwc.com). Designed by brand consultancy, Elmwood, the new brand is an evolution of the iconic Cable & Wireless 'blue globe' logo, which has been in existence as the Group identity since 1986.

The new logo retains the heritage of the Cable & Wireless 'globe', but adds a three-dimensional aspect to its shape. The globe now comprises a series of lines, representing the company's telecom cables. The lines stretch around the globe to form the shape of an ampersand ("&") – another recognised part of the existing Cable & Wireless identity.

The new brand retains the qualities of reliability and reassurance while updating the design to bring it in to line with Cable & Wireless Communications' independent future.

Tony Rice, Cable & Wireless Communications Chief Executive Officer said the demerger presented an opportunity to further develop the business:

“The demerger of Cable & Wireless has in effect returned our business to its shape prior to its entry into the UK market in the 1980's. It will bring an increased focus to our business as we seek to realise the excellent growth opportunities that exist in our markets. We have a first-class management team in place to take the business forward. In this vein, our new brand identity captures the value of our heritage, while moving us to a more modern brand reflecting our independent future. I'm really excited about our future prospects.”

Cable & Wireless Communications is composed of four operating units - the Caribbean, Panama, Macau and Monaco & Islands. The Cable & Wireless Communications brand has a presence in each of the business units, although local product brands are also used in several markets.

Cable & Wireless Worldwide, the enterprise telecom business, was also demerged from Cable & Wireless Communications today.

***Ends.***

Notes to editors:

## **About Cable & Wireless Communications**

Cable & Wireless Communications is a full-service telecommunications business. We operate leading telecommunications 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 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 [cwc.com](http://cwc.com)

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