



## **Sure launches per second billing in Isle of Man**

Sure, CWI's mobile operator in the Isle of Man and the Channel Islands, has introduced a groundbreaking choice for mobile customers in the Isle of Man, by offering 'per second billing' pricing plans.

By introducing per second billing Sure offers customers simple and transparent pricing, because the cost of all mobile calls are rounded down to the nearest second. This enables customers to get better value for their money as they only pay for the exact length of a call that they make.

This exciting new offer has been launched at the same time as number portability was introduced on the island, meaning customers have an even better reason to switch to Sure.

Accompanying the per second billing plans, Sure has also introduced two further offers for the Isle, which give the business a further leading edge.

- New 'shared' plans which enable customers to add family or friends onto selected Pay Monthly plans, and share their bundle of inclusive minutes, texts and data.
- New unlimited plans which allow customers unlimited texts (£15 per calendar month), data (£10pcm) and on-network calls (£10pcm) as an addition to any Pay Monthly plan or Pay As You Go SIM.

Eddie Saints, the Chief Executive of the CWI's Channel Islands, Isle of Man and Bermuda (CIIMB) business commented:

"Mobile number portability has introduced a more competitive market, and Sure has responded with the most competitive pricing plans on the island, and the best deal for customers. We have spent a lot of time talking to customers and listening to what they want. With per second billing and shared plans, there is no doubt that we have set the benchmark for value."

Notes to editors:

Mobile Number Portability (MNP) – MNP enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another.

***Ends.***

## 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.

[www.cwig.com](http://www.cwig.com)

## About Sure

In the Channel Islands and the Isle of Man, CWI is investing over £40m to revolutionise communications and deliver a new generation of services through Sure, an innovative and exciting new brand.

Sure is leading the introduction of choice for customers supported by an ongoing commitment to quality, value and customer care in all areas of service. Its offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers.

For further information about Sure, go to: [www.surecw.com](http://www.surecw.com).

## Contacts

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