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CWC AGREES MAJOR SPONSORSHIP FOR CAYMAN ISLANDS GAELIC FOOTBALL

League to be renamed LIME LTE League

Cable & Wireless Communications (CWC) has replaced Digicel as the sponsor of Gaelic football competitions in the Cayman Islands.

CWC, which trades as LIME in the Cayman Islands, has agreed a three year sponsorship of the Cayman Islands Gaelic Football Club, which will see the local league renamed as the LIME LTE league. LIME will be launching nationwide Long Term Evolution (LTE) services - the world's fastest mobile data technology - later this year in the Cayman Islands.

As the sport's major sponsor CWC will provide prizes and sponsorship for the league and the Club's other competitions, as well as helping the sport to further raise its profile in the islands.

Martin Roos, Acting Chief Executive Officer, LIME, commented:

"We are delighted to be supporting Gaelic football and a great sporting competition in Cayman. The competition is a real community event in Cayman, and we are proud to be able to help the league flourish. We are also pleased to be promoting our new LTE service, which will be the best available in Cayman, as the only service available on the 700MHz frequency used by the major operators in the US thereby allowing existing iPhone5 and Samsung Galaxy S4 customers to upgrade LTE service without having to change phone."

Gaelic football has been played in the Cayman Islands for over a quarter of a century. The CIGFC is now the governing body and organiser of Gaelic football activities locally.

About Gaelic football

Gaelic football has been described as a cross between soccer and rugby.

The playing pitch is similar in set up to rugby (with posts either end representing the goals), but is larger at 130-145 metres long by 80-90 metres wide. Unlike rugby, a net is affixed to the crossbar and lower posts. Lines are marked at 13, 20 and 45 metres from the end line.

There are 15 players in a team (like rugby), but a round ball is used (like soccer, albeit the ball is a similar size to a volleyball). According to the Gaelic Athletic Association, teams are made up of a goalie, two corner backs, a full back, three half backs, two midfielders, three half forwards, two corner forwards and a full forward. Up to 15 substitutes can be named, of which five may be used. There are eight officials for games.

Players can kick or hand-pass the ball. A higher degree of physical contact is allowed than in soccer, but less than in rugby.

Goals are scored by kicking the ball into the net (3 points) or by kicking or fisting it over the crossbar (1 point).

About 4G LTE

LTE is a 'fourth generation' (4G) mobile service which will enable LIME to provide mobile data services at speeds about four times faster than currently available in the Cayman Islands. This will enable customers to access services on their smartphones such as video calling, streaming of HD video clips and ultra-fast web browsing.

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.

About LIME

LIME has a proud history in the Caribbean region and is always working to improve life in the region.

We deliver the very best telecommunication services to governments, businesses and families in 13 Caribbean countries with one unifying promise - building, connecting and serving communities.

For more information, please visit: <http://www.lime.com>

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