



**28 March 2013**

## **CWC DEVELOPS BAHAMAS MOBILE DATA NETWORK AHEAD OF CARIFTA GAMES**

Cable & Wireless Communications (CWC) is enhancing its mobile data network in The Bahamas ahead an expected surge in usage when one of the region's main athletics meetings takes place in the country over the Easter weekend.

The Caribbean Free Trade Association (Carifta) Games take place in The Bahamas from March 29 – April 1 and is sponsored by CWC's Caribbean brands LIME and The Bahamas Telecommunications Company (BTC). National teams of athletes aged under-20 from across the Caribbean will compete.

BTC will install a new mobile cell site at the country's National Stadium on the island of New Providence, where the athletics meet will take place.

The company will install a further four sites in areas of heavy mobile data traffic.

BTC launched 4G (HSPA+) mobile data services in [January 2012](#) and has seen data traffic over its network increase rapidly over the past 12 months. Customers are also making an additional 500,000 calls per day over the new network.

Geoff Houston, CEO of BTC, said:

"What we have seen is that the pent up demand for both voice and data in The Bahamas was extraordinary. These new cellular towers will provide even better data and voice services to our mobile customers."

The LIME BTC Carifta Games are viewed as one of the main events for identifying athletic talent in the Caribbean. Several world record holders and world and Olympic champions have competed in past events including LIME ambassadors [Yohan Blake from Jamaica and Kirani James from Grenada](#).

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### **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](http://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.

Our four key values are:

- Respect – we treat our customers and each other as we want to be treated;
- Deliver – we keep our word. We do what we say we're going to do;
- Win – Caribbean people are winners. We win by helping our customers and communities to win;
- Innovate – We always find a way to help our customers and communities and love coming up with new ways to do it.

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

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