



CABLE & WIRELESS

25 November 2009

**CABLE & WIRELESS INTERNATIONAL (CWI) LAUNCHES PAY TV SERVICE TO
BECOME FIRST 'QUADRUPLE PLAY' OPERATOR IN PANAMA**

- Only provider in Panama to offer mobile, broadband, fixed-line and TV services
- Panama's only 100% digital Pay TV service, "+TV Digital"
- Driving the uptake of other services, particularly broadband

Cable & Wireless International (CWI), the full-service telecoms business, has today announced the launch of +TV Digital in Panama, the country's only 100% digital TV service.

Since launching its operation in 1997, Cable & Wireless Panama (CWP) has built a strong reputation for world class customer service and is market leader in mobile, broadband and fixed-line services, and is now extending that offer into its +TV Digital product.

+TV Digital offers customers a vast selection of content, all of which will be transmitted across a digital network built on a two-way platform meaning customers get the high quality picture and content they want, when they want it.

CWP has lined up leading movie, sport and entertainment content all packaged around the needs of our customers, a new service model where customers only pay for the services they want. Customers can now enjoy the most varied choice of TV channels from around the world, including 220 channels of which 20 are international channels new to the Panama market. The channel packages cover key movies, HBO, Cinemax, Movie City, Cinecanal, sport, ESPN, Fox Sports, Televisa Deportes Network, PFC Brazilian soccer, TyC Sports and news segments CNN, BBC, Headline News, 24 Horas as well as major US channels, ABC, CBS, NBC and Latin America channels El Trece Internacional from Argentina, TV Venezuela, TV Globo from Brazil.

Customers will also benefit from the best plan offers and rates in the market with competitive bundles including 'double play' (TV and broadband), 'triple play' (TV, broadband and fixed line) or 'quadruple play' (TV, broadband, fixed line and mobile) packages.

Pre-launch demand for the service has been strong with CWP, receiving an average of 600 calls per day from interested customers since it announced the intention to launch Pay TV.

Commenting on the launch, Tony Rice, Chief Executive of CWI said: "I am delighted to see the launch of Pay TV in Panama. As the standout telecoms provider in Panama, the launch of Pay TV uniquely positions CWP as a 'quadruple' player, as well as helping to drive our other services, particularly broadband. Pay TV and entertainment is a service of interest across the CWI portfolio and Panama is an excellent lead market for this key product for customers."

Jorge Nicolau, Chief Executive of CWP commented "I'm delighted to be launching +TV Digital and be able to give Panamanians more options when choosing their cable TV provider. Leveraging our strengths in service and network, our customers can enjoy the best sports events, premier cinema and family entertainment when they choose +TV Digital."

Notes to Editor

CWI first launched its operation in Panama in 1997 after acquiring a 49% stake in the then state owned telecoms company. Over the years Cable & Wireless Panama (CWP) has provided Panamanian residents, businesses and the local Government with world class mobile, fixed-line and broadband services, along with an unwavering ambition to improve the quality of life of the population.

CWP has become synonymous with superior levels of service and is currently recognized as one of the best companies in the world to work for [by Gallup.] Panama has a population of 3.3 million and CWP is the market leader in mobile, broadband and fixed-line service, as well as being the regional leader in Carrier services helping to make Panama a hub of telecommunications in the Latin-America region.

CWP has 2,7 millions mobile customers, 127,000 broadband customers, 417,000 fixed-line customers.

About CWI

CWI 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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