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CWC LAUNCHES PAY TV IN CAYMAN ISLANDS

First ‘quad play’ services in Caribbean

LIME, the Caribbean division of Cable & Wireless Communications (CWC), has introduced pay TV competition to the Cayman Islands with the launch of its ‘LIME TV’ service.

LIME TV, first introduced by the business in [Barbados](#), is delivered over a broadband connection via a set top box, or connected device, in the customer’s home.

Customers can purchase LIME TV independently, or as part of a package including mobile, broadband and fixed line services. LIME is the first telecommunications provider to offer ‘quad play’ in the Caribbean, which is expected to help increase the loyalty of its customer base.

LIME TV broadcasts over 120 basic and premium channels in the Cayman Islands – more than double the number of channels available on the competitor’s service.

Channels include the major US networks (ABC, CBS and NBC), movies, sports, lifestyle, news and children’s. Customers can also subscribe to specialist film and sports channels.

LIME has tailored the product to the Cayman Islands market by working with local content producers to broadcast several hours of programming each week. LIME TV also includes a Filipino channel - people from the Philippines are the second largest group of foreign workers in Cayman. LIME has also signed an agreement with HBO to broadcast a special package of its channels including HBO Caribbean.

The Cayman Islands service launch adds to pay TV services offered by CWC in Panama, Monaco, Barbados and St. Lucia. CWC also offers mobile TV in Jamaica.

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.

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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