



## **LIME ANNOUNCES THE ARRIVAL OF MOBILE TV FOR LIVING. EVERYDAY**

### **To be launched in Jamaica before Christmas 2010**

LIME, the leading telecommunications company in the Caribbean, announced on Thursday 26 August 2010 that it will be launching Mobile Television in Jamaica. This will make LIME, a Cable & Wireless Communications company, the first mobile carrier to deliver mobile television services in the Caribbean.

Live television on a mobile phone is presently available in very few markets across the world but it will be a reality in Jamaica before Christmas 2010.

That is the promise from Chris Dehring, Chairman of LIME Jamaica and CMO of LIME Caribbean. "LIME customers will be able to enjoy some of their favourite TV channels anytime and anywhere they want to," he said, during a media briefing at the SportsMax Sports Zone. "It's fantastic technology, but we are going to make it very affordable, and we are convinced that customers will be really excited by the possibilities. It will truly be a service for living, everyday."

Mr. Dehring added that one of the very pleasing aspects of the imminent launch of Mobile TV is that it has come out of a partnership between LIME and a group of "home-grown" technology experts at DC Digital, led by David Cassanova.

In a humorous reference to one of his company's competitors, Mr Dehring added: "I've noticed one of our competitors is claiming to have 4G. Well if they have 4G... we must have "more G" since they don't have this on their mobile network."

LIME's imminent launch of mobile TV follows on its historic first this year when the company streamed the Boys and Girls Athletic Championships (Champs) live to BlackBerry customers on its 3G network. It was the first time an event had ever been shown live on a mobile phone in the Caribbean.

Initially LIME's mobile TV offering will be available in Kingston and St. Catherine but LIME intends to expand the service, island wide by early 2011.

All customers will need is a digital mobile TV-enabled phone such as the Nokia 5330 or the ZTE N290—two of the several models that will be available from LIME to both prepaid and postpaid customers. The company is also working to deliver this exciting service to BlackBerry and other Smartphone devices in the very near future.

"Imagine being able to watch your favourite sporting events, entertainment or breaking news, while you're waiting at the doctor, on the beach, going home on the bus...anywhere," said Dehring. "LIME is Jamaica's only full-service provider, and now we are putting entertainment and information at your fingertips."

It was announced at the event that Sportsmax and Fox Soccer Plus would be available on LIME Mobile TV which would bring live matches from the Barclay's Premier League to football fans on their mobile phones. "These are just two of the popular TV channels we will have available for our customers", said Dehring.

At launch, LIME is anticipating to rollout 15 premium TV and five radio channels, all digital, including local and international news, sports and entertainment channels, most of which are now only available on cable systems.

Persons interested in signing up for LIME Mobile TV at launch can call LIME's Call Centre, charge-free at: 1888-225-5295.

## Contacts

### Cable & Wireless Communications

#### Media

Errol K. Miller	+1 876 929 2194 / +1 876 997 9042
Lachlan Johnston	+44(0) 20 7315 4006 / +44 (0) 7800 021 405
Sonal Solanki	+44(0) 20 7315 4121

#### Investors

Sheldon Bruha	+44(0) 20 7315 4178
Kunal Patel	+44(0) 20 7315 4083

## About Cable & Wireless Communications

Cable & Wireless Communications is a global, full-service communications business. We operate leading telecommunications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include 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 (Landline, Internet, Mobile, Entertainment) is the Caribbean's leading telecommunications company, focused on building products and services that make Caribbean people's lives better. LIME's aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless Communications, one of the world's leading international communications companies.