



12 October 2009

SURE BROADBAND LAUNCHES

Sure, CWI's business in the Isle of Man and the Channel Islands, has connected its first Jersey based broadband customers to the new service it's launched today.

Sure has brought aggressive pricing to the market:

- A choice of 2MB, 4MB and 8MB speeds
- Your first month FREE
- 8Mb/s broadband from as little as £19.99 per month – that's a saving of 25% compared to Jersey Telecom over a year*
- No download limit
- FREE installation and no charge to switch – it's quick and easy
- FREE router

The first 50 customers buying Sure broadband in the retail store also received free Norton Internet Security 2009 (worth £84.99).

The service has already proved popular with local residents, with more than 500 households pre-registering their interest in getting broadband from Sure.

Graham Hughes, Chief Executive, Sure Jersey, commented:

"Since Sure announced that broadband was on its way, we've been deluged with interest from islanders. Customers tell us they want great value, fast and reliable broadband, with good back up support. That's what we are focused on delivering."

"This is the start of a new era for Sure. We launched landline and mobile competition in 2006 and are delighted to finally be an Internet Service Provider in 2009. That competition continues to benefit the customers of every single telecoms company, because we've forced down prices, raised standards and introduced new technology. Rest assured, we'll continue to do that."

Ends.

About CWI Group

CWI Group (formerly International) 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.

www.cwig.com

About Sure

In the Channel Islands and the Isle of Man, CWI is investing over £40m to revolutionise communications and deliver a new generation of services through Sure, an innovative and exciting new brand.

Sure is leading the introduction of choice for customers supported by an ongoing commitment to quality, value and customer care in all areas of service. Its offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers.

For further information about Sure, go to: www.surecw.com.

Contacts

CWI Group			
Lachlan Johnston	Brand & Communications Director	lachlan.johnston@cwig.com	+44 (0) 7800 021405
Claire Wallace	Director of Internal & External Communications	claire.wallace@cwig.com	+44 (0) 7887 628275
FINSBURY			
Rollo Head			+44 (0) 20 72513801