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**CABLE & WIRELESS COMMUNICATIONS ANNOUNCES UNIQUE PARTNERSHIP  
WITH 'OVER-THE-TOP' MUSIC STREAMING SERVICE DEEZER**

CWC Customers across 15 markets in Latin America and the Caribbean can now access more than 35 million songs via Deezer's Music Streaming Service

Cable & Wireless Communications (CWC) today announced that it has signed a unique partnership with Deezer, one of the world's leading music streaming service providers. With over 35 million songs to choose from, Deezer has the largest digital music library in Latin America and the Caribbean.

"Music is incredibly important to our customers – the countries which we serve are renowned for their musical culture and world-famous recording artists. As our customers embrace a 'digital lifestyle', increasingly they also want to listen to whatever they want, whenever, and wherever. The Deezer music service will be available to all LIME, BTC and Cable & Wireless Panama customers across CWC's 15 markets, and hopefully to Flow customers shortly," said Phil Bentley, CWC CEO.

Music content is the second most popular feature for mobile users in the Caribbean and Latin America. CWC will be offering a Deezer standalone service called Deezer Premium+, giving customers access to more than 35 million music tracks and albums, as well as 30 radio channels. New bundle models will be available soon.

The deal forms part of CWC's drive to facilitate 'Over-The-Top' players on its networks and enable unrestricted customer access to the services and content of their choice. As part of the proposed acquisition of Columbus, CWC is committing that the new company will support an open internet and will not restrict any legal over-the-top service or content.

"Through our \$1bn Project Marlin investment programme, we are delivering world-class mobile data networks to the Caribbean. And the merger with Columbus is intended to accelerate the delivery of high-speed internet access to more homes across the region. But connectivity is of no value to customers if they can't access the services they want. Some other operators consider they can dictate to customers which OTT services they can access. That is not a principle upon which the new CWC/Columbus will be built. We are committing that the needs of

the customer will be at the very heart of the new Company and if our customers want to use a given service, as long as it is legal, we will fully enable it,” added Bentley.

With this arrangement, Deezer’s music streaming service is now available in more than 35 Latin American and Caribbean markets, in what is the fastest growing region for music sales.

Cédric Diedrich, Head of Telecom Business Development at Deezer said: “We are excited to be able to extend Deezer’s reach through Cable & Wireless Communications and look forward to bringing our service to their customers. Our 35 million tracks; personalized and human recommendations; and smart algorithms will ensure that CWC customers get to listen to the music they love over the region’s leading mobile data and fibre networks.”

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#### **About Cable & Wireless Communications**

**Cable & Wireless Communications Plc** (CWC) is a full-service communications provider operating in 16 countries throughout the Caribbean and Latin America. With four leading businesses: - **Cable and Wireless Panama, LIME**, (the Caribbean excluding The Bahamas), **BTC** (The Bahamas) and **Cable and Wireless Seychelles**; CWC offers mobile, broadband, TV, domestic and international fixed line services in most of our markets serving over 5.6m customers. CWC also provides premium data centre hosting, telecoms, domestic and international managed data network services and custom IT Service Solutions to businesses and governments through the new unit, Cable & Wireless Business Solutions. On November 6, Cable & Wireless announced the acquisition of Columbus International Inc. Whilst subject to regulatory approvals in certain markets, this transaction will bring huge benefits to the region - creating more jobs, providing customers with superior broadband access, more TV choice, more investments and transform customer experience – underpinned by service excellence and innovation. **We are forming a new company, with a new leadership team, and a new culture, putting our customers at the heart of the business.** Our mission is to grow customer relationships and lifetime value by becoming #1 for Customer Service. We are the market leader in most products offered and territories served.

For more information visit: [www.cwc.com](http://www.cwc.com)

**About Deezer**

**Deezer** is the first truly global on-demand audio provider, offering a digital music streaming service in more than 180 countries, with 16 million monthly active users and 6 million paid subscribers worldwide.

Deezer is at the forefront of a streaming revolution, allowing fans instant access to the largest music catalogue in the world, with more than 35 million songs and 30,000+ radio channels on any device. Combining the best of man and machine, Deezer's global editorial team searches for the best music around the world and its algorithmic recommendations help fans discover music they will truly love. Deezer is available on your favourite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV.

Launched in 2007, Deezer is a privately held company, headquartered in Paris with offices in San Francisco and around the world. Deezer is currently available as a free download for iPhone, iPad, Android and Windows devices or on the web at [http://www.deezer.com\\_globally\\_outside the US](http://www.deezer.com_globally_outside_the_US). In October 2014 Deezer acquired leading on-demand talk radio service Stitcher.

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