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NEWS RELEASE

**FLOW FOOTBALL APP SCORES BIG WITH CARIBBEAN FOOTBALL FANS
APP RANKS HIGHER THAN INSTAGRAM AND FACEBOOK IN REGIONAL APPLE STORES**

KINGSTON, Jamaica (August 19, 2015) - Since the start of the Barclays Premier League (BPL) season earlier this month, Caribbean fans have been downloading the new Flow Football App to access audio streaming of matches, commentaries and other football news live and direct at their convenience.

In its first week, the app ranked among the top 5 apps to be downloaded above the likes of Instagram and Facebook in the Apple store rankings across several markets in the region, including Barbados and Jamaica.

This innovative new way to access BPL matches is catching on, and quickly making inroads as more and more football fans around the region discover the app and its many features. The Flow Football App has been receiving rave reviews, scoring four out of five stars from more than 90% of its users.

Features of the app include the ability to select the Barclays Premier League match of choice, listen to match commentaries, tune in to football segments which provide in depth coverage of breaking football news, live scores, results and tables of the teams all while "on the go." On another novel note, the app also includes an exciting feature known as the "app predictor," which gives fans a chance to win £1m every single week.

"We are excited and encouraged by the popularity of the Flow Football App, as evidenced by the great reviews from our customers. Caribbean football fans are choosing new ways of accessing football content, choosing apps and are becoming more technologically savvy, taking advantage of the latest football updates at their fingertips," said James McElvanna, VP Products, Consumer Group, C&W.

The result of C&W's recently brokered partnership with talkSPORT – the official global audio provider of the BPL – the Flow Football app is the new, free-to-download mobile app offering access to what is arguably the most-preferred football league in the world. With 380 games

between now and May 2016, this exciting, functional new app provides Caribbean BPL fans the best way to follow their favourite teams as the season unfolds.

-ENDS-

About Cable & Wireless Communications:

Cable & Wireless Communications Plc (CWC) is a full service communications and entertainment provider, operating in the Caribbean and Latin America. With annual sales of over \$2.4 billion, it operates both mobile and fixed networks, supported by submarine and terrestrial optical fibre backhaul capacity. Through the acquisition of Columbus International Inc. on 31 March 2015, CWC now delivers superior high-speed mobile data, broadband and TV/video services. It has leading market positions in Mobile, Fixed Line, Broadband and TV consumer offers.

Through its business division, CWC provides data centre hosting, domestic and international managed network services, and customised IT service solutions, utilising cloud technology to serve business and government customers.

The company also operates a state-of-the-art subsea fibre optic cable network that spans more than 42,000 km – the most extensive in the region – as well as 38,000 km of terrestrial fibre providing wholesale and carrier backhaul capacity.

CWC has more than 7,500 employees serving over 6 million customers (Mobile 3.8m; Fixed Line 1.1m ; TV 430k and Broadband 650k) as well as over 125k corporate clients across 42 countries. The Company's leading brands include; LIME and Flow in the Caribbean; BTC in The Bahamas; Mas Movil in Panama; C&W Business and C&W Networks. CWC is the market leader in most products offered and territories served. It is a major contributor to local communities through its corporate social responsibility programmes.

Cable & Wireless Communications' shares are quoted on the London Stock Exchange under the ticker CWC. The company is headquartered in London with its operational hub located in Miami, within close proximity to the Caribbean and Latin America. For more information visit: <http://www.cwc.com>

About talkSPORT

talkSPORT is the world's biggest sports radio station and Global Audio Partner of the Barclays Premier League. The station has an exclusive package of global audio rights outside the UK until 2019, offering commentary on all 380 Barclays Premier League games in multiple languages.

The station is also an official broadcaster of the FA Cup, England football internationals and the Capital One Cup.

For further information please visit www.talkSPORT.com/press.

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