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LIME TO LAUNCH 4G MOBILE ACROSS CARIBBEAN

- **13 markets to upgrade to enable much faster mobile data download speeds**

LIME, the Caribbean business of Cable & Wireless Communications, plans to upgrade the majority of its mobile networks to a fourth generation, or 4G standard.

The network upgrade will begin in Grand Cayman this summer then will be gradually rolled-out to other markets. Over the next 18 months, LIME will upgrade networks from 2G technology to EDGE in all markets, except Jamaica, where a 3G upgrade was completed earlier this year. In numerous locations within the selected markets, LIME will be deploying 4G technology.

LIME will be upgrading networks to use High Speed Packet Access plus (HSPA+) technology, which will deliver much faster mobile data to its customers. HSPA+ has been designated a 4G standard by the International Telecommunications Union, which sets and defines the standards for telecommunications technology.

Much faster download speeds will enable Caribbean customers to enjoy high-bandwidth multimedia services such as video and mobile gaming far more easily. LIME will also launch mobile broadband services, enabling laptop and computer tablet users to stay connected to the internet on the move. Both initiatives should increase usage of mobile data across the Caribbean.

David Shaw, Chief Executive Officer of LIME, added:

“Our business has operated in the Caribbean for the past 140 years. We introduced the first telephone connections, the first internet connections, the first mobile service and the first mobile TV service. Now we’re spearheading the 4G revolution, enabling our customers to work, play and stay in constant contact while on the go.”

ENDS

Notes to Editors

What is 4G?

Mobile phones have been through several generations of development.

The introduction of basic data services (predominantly text messaging) was called second generation (2G). EDGE networks provide faster connectivity to enable easier usage of mobile internet. EDGE networks are often marketed as 2.5G.

The 3G standard was given to networks utilising High Speed Packet Access (HSPA) technology, which enabled even faster download speeds and the use of multimedia services such as video calling and streamed video clips. 3G networks also enable operators to launch mobile broadband services.

The International Telecoms Union has now designated that a further generational leap has taken place in mobile technology. The 4G standard is awarded to a range of network technologies including HSPA+, WiMax and Long Term Evolution (LTE).

About Cable & Wireless Communications

Cable & Wireless Communications is a global full-service communications business. We operate leading communications 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 /social telecom (telecom enabled public services) solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. Serving the communities where we operate is at the heart of our approach, and we are committed to behaving in an ethical and socially responsible manner. For more information visit www.cwc.com.

About LIME

LIME 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. From standing at the centre of recovery efforts during times of national emergency to investing more than US\$5million into major carnivals, which celebrate culture, music, dance and the Caribbean identity, LIME works tirelessly to make things better for Caribbean communities. For more information visit: www.lime.com

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