



6 March 2012

LIME SPONSORS 100M and 400M WORLD ATHLETICS CHAMPIONS

Cable & Wireless Communications' Caribbean business, LIME, has agreed three-year sponsorship deals with two of the world's fastest sprinters, Yohan Blake and Kirani James. The athletes will act as brand ambassadors for LIME throughout the Caribbean region.

Yohan Blake, 22, is from Jamaica. He won the 100 metres sprint final at the 2011 World Athletics Championships. He also ran the fastest 200 metres time in 2011 - 19.26 seconds, which was the second fastest time in history.

Yohan Blake said:

"I am excited to have LIME as a partner and proud to be their brand ambassador as they are a great company that has contributed a lot to Jamaica's development. I am also very pleased with the level of support they have committed to my foundation, YB Afraid, which works to support young people in Jamaica. Both on and off the track, I intend to continue making LIME and all of Jamaica proud."

Kirani James, 19, is from Grenada and competes in 200 and 400 metres sprint events.

Having won a host of championships at youth and college level, he burst into prominence as a senior in 2011 when he became the youngest ever 400 metres world champion at age 18. His victory in the 400 metres final at the 2011 World Athletics Championships in South Korea was the first medal for Grenada in any event at the Championships.

Mr James described LIME as a, "prestigious, unique and loyal brand" and said he is looking forward to a great and fruitful partnership.

Both athletes will be competing in London at the 2012 Olympic Games.

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 has a proud history in the Caribbean region and is always working to improve life in the region.

We deliver the very best telecommunication services to governments, businesses and families in 13 Caribbean countries with one unifying promise - building, connecting and serving communities.

Our four key values are:

- Respect – we treat our customers and each other as we want to be treated;
- Deliver – we keep our word. We do what we say we're going to do;
- Win – Caribbean people are winners. We win by helping our customers and communities to win;
- Innovate – We always find a way to help our customers and communities and love coming up with new ways to do it.

For more information, please visit: <http://www.lime.com>

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