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CABLE & WIRELESS COMMUNICATIONS LAUNCHES MOBILE ADVERTISING SERVICE

The Panama business of Cable & Wireless Communications has launched a mobile data service enabling customers to book newspaper advertising on their phone.

The Clasiguia application enables Cable & Wireless Panama's mobile customers to place a classified advert in any of three major national daily newspapers: Critica; Dia a Dia; and Panama America.

The application enables customers to select the draft they want and decide how long they want to place it for. The cost of the advert is taken from the customer's prepaid balance or added to their monthly bill.

Clasiguia was designed by Cable & Wireless Panama and will be available on most handsets, including basic 'feature phones'. The service uses a basic mobile data protocol called unstructured supplementary service data (USSD).

Nearly all of + Movil's customer base will be able to use the application regardless of the age or sophistication of their handset.

Cable & Wireless Panama is the first mobile operator in the country to offer a service of this type.

Mobile data penetration and usage by Cable & Wireless Panama customers has grown quickly since it [launched 4G \(HSPA+\) services](#) in 2011.

Notes to Editors

About Cable & Wireless Communications

Cable & Wireless Communications is a full-service communications business. We operate leading communications businesses offering 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 solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit www.cwc.com.

About Cable & Wireless Panama

Cable & Wireless Panama (CWP) is a Panamanian telecoms company. We are jointly owned by Cable & Wireless Communications (49%), the Government of Panama (49%) and our employees (2%). Cable & Wireless Communications has both management and Board control.

We are the market leader in the provision of fixed, mobile and broadband services in Panama. We are also a major supplier of pay TV and enterprise services.

We are committed to contributing towards the social and economic development of the country through investing in projects and programmes to provide equal access to telecommunications, closing the digital divide and promoting access to new information technology. One example of this is our social telecoms projects (telecoms-enabled public services) which are helping to improve medical services, education and public safety across Panama.

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

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