



Press Release

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FLOW Paints Barbados Blue

- Island-wide motorcade excites customers -

BRIDGETOWN, BARBADOS (July 20, 2015) – Cable & Wireless Communications (C&W) took to the streets over the weekend with a mini Crop Over type motorcade as the company continued to “Paint Barbados Blue” launching its refreshed consumer brand, Flow. The motorcade was part of a series of events that were held across the island from July 16-19 to celebrate of the new Flow.

Starting from St. Lucy in the north and St. Philip in the east, the brightly decorated convoy, which included Flow Brand Ambassador Anderson ‘Blood’ Armstrong, traversed the island, stopping in communities with give-aways and chances to win while introducing Barbadians to the new Flow, its products and services.

Managing Director of Cable and Wireless Barbados, Niall Sheehy noted the brand had been officially launched on Thursday to employees and key stakeholders and on Friday and Saturday to customers in Flow retail stores and throughout communities island-wide.

“Following exciting launch events earlier in the week, the ‘FLOWing’ motorcade is a fitting way to introduce the new Flow to the people of Barbados, so that they can get an up-close and personal look at the new brand. It is also a great way for our employees to meet our customers face-to-face, and for them to interact with us and share their perspectives,” he said.

Sheehy added, “We are proud to be able to offer to our customers, and potential customers, new and exciting quad play opportunities as we commit to putting our customers at the



forefront of our business. We want to completely transform the customer experience and provide best-in-class service.”

Director of Marketing, Shelly-Ann Hee Chung, said that through the fun and entertainment provided by the ‘FLOWing’ motorcade, the company was able to bring Barbadians up to date on current developments and future plans surrounding the new Flow.

“The response from the public has been overwhelming and it was great to hit the streets with the Flow team. We are very excited about what the future holds,” she said. “Of course, we realize that our success will not only be dependent upon the technology available to us, but the way in which we deliver that technology to our customers.”

After parading through the streets of Barbados, the motorcade culminated with a mini concert in Independence Square featuring Flow Brand Ambassadors, Lil Rick, Peter Ram, Kirk Brown, Blood and Shanta Prince, as well as a mini exposition, which showcased the new brand’s products and services.

As part of its commitment to customer service, the new Flow honoured its very first residential customer since the new brand launch at the concert event. Carol Bradshaw took Flow’s TV Essential Watch services and bundled it with the Superfast Bundled Plus Broadband service. As a thank you, Carol was awarded three months of free service from Flow. Kyle Smith was also a winner as and received a 40 inch Samsung TV as he was the first customer to sign up for quad-play services – TV, Internet, Voice and Mobile.

The motorcade was part of the official introduction of Flow to the public in the first of several market launches set to take place across the Caribbean. Flow will now be the consumer brand operating in some 15 markets across the region including Cayman Islands, Trinidad and Tobago, Barbados and Jamaica among others.

With the integration of Columbus International Inc and Cable & Wireless, Flow is now poised to deliver quad play services - mobile, broadband, fixed voice and TV/video to its customers.

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>.