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CWC launches mobile data services in St. Lucia

Tropical Storm provides first test for new network

LIME St. Lucia, a Cable & Wireless Communications (CWC) business, has become the first operator to offer high speed mobile data services in St. Lucia.

LIME turned on its new high speed mobile data network ahead of its planned commercial launch to enable customers to monitor the progress of Tropical Storm Chantal which passed the island on Tuesday. Access to services on mobile data enabled devices like instant messaging, storm tracking apps and global positioning satellites could be essential for customers before, during and after tropical storms. High speed mobile data services will also enable LIME customers to get faster access to games, video and mobile applications.

LIME previously offered limited mobile data services through its 'second generation' (2G) Enhanced Data rates for GSM Evolution (EDGE) network. The new mobile data network uses 'fourth generation' (4G) High Speed Packet Access plus (HSPA+) technology enabling the company's customers to attain download speeds of up to 10 megabits per second (mbps) on smartphones and other data-enabled devices.

LIME St. Lucia General Manager, Chris Williams said:

"Our customers told us loud and clear they want a fast and reliable network comparable to first world standards, and we have responded. We have rebuilt our mobile data network and rolled out a brand-new leading-edge 4G network, which we know is going to thrill our data-hungry customers."

St. Lucia is the seventh Cable & Wireless Communications market to upgrade to 4G (HSPA+) technology, the others being [Panama](#), [Cayman Islands](#), [The Bahamas](#), Barbados, British Virgin Islands and Monaco.

CWC is investing to benefit from growing demand for mobile data across pan-America. In the 2012/13 year Group mobile data revenue increased by 34%, with smartphones accounting for an estimated 32% of handsets sold in the company's Panama and Caribbean businesses.

About St. Lucia

St. Lucia is a Commonwealth nation in the Eastern Caribbean with a population of nearly 163,000 people. CWC has operated in the country since 1924.

About fourth generation (4G) mobile services

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 enables 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 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 LIME

LIME is the Caribbean's largest telecommunications company with a proud history in the region, and which is always working to improve life in the Caribbean. LIME delivers the very best communication services to governments, businesses and families in 13 Caribbean countries with one unifying promise—building, connecting and serving communities. LIME is part of Cable & Wireless Communications PLC, one of the world's leading communications companies. For more information, please visit: <http://www.lime.com>

Contacts:

Cable & Wireless Communications

Media

Lachlan Johnston

+44(0) 20 7315 4006 / +44 (0) 7800 021 405

Steve Smith

+44(0) 20 7315 4070/ +44 (0) 7785 778 375