

Mark Connors

From: Ebanks, Rudy [rudy.ebanks@cwcaj.cwplc.com]
Sent: 23 August 2007 15:34
To: Mark Connors
Cc: David Laliberte; David Archbold; Adam, Timothy; Rankine, Darrel; Vandendries, Frans; Tibbetts, Ian; Whitlock, Erik
Subject: Special rate on calls to Jamaica - time limited
Attachments: Press release- C&W drop prices on calls to Jamaica.doc

Mark,

Referring to, and confirming our telephone conversation this morning at around 10am.

As you may be aware, there is a very popular and highly visible community initiative to encourage individuals and companies to do all they can to help the Jamaican community in the aftermath of Hurricane Dean. Cable and Wireless has decided to contribute to this worthy cause by way of a special low rate for a time limited period, for telephone calls between C&W's customers in the Cayman Islands and C&W's customers in Jamaica, to make it easier for our customers to communicate with their friends and family in Jamaica.

We are especially appreciative of your understanding and waiving of the three business days approval period as it relates to price changes from fixed lines, which will allow us to include calls from fixed lines at the same time as calls from mobile phones under these urgent circumstances.

I have attached, for your convenience, a copy of our press release on this subject. This has also been posted on our website www.cw.ky and circulated to staff.

However, for ease of reference, a summary of the offer is as follows:

- Five cents CI (CI\$0.05) per minute for Cable & Wireless fixed line, bmobile prepaid and postpaid customers in the Cayman Islands to call their loved ones in Jamaica who are customers of C&W Jamaica's fixed line or mobile.
- This new rate will apply from 12:01am Saturday 25th August until 11:59pm Sunday 2nd September. Customers can talk as long as they want for this low rate.
- This rate will apply to calls between customers of C&W Cayman and customers of C&W Jamaica only and the traffic will be carried on-net C&W on our mutual networks.
- Cost impact will be absorbed by C&W Cayman as its contribution to this cause.
- C&W Jamaica will similarly absorb their cost impact in this mutual arrangement over the same period.

Again, C&W wishes to express our gratitude to you (and ICTA) for your understanding allowing us to proceed in setting up our billing systems, platforms and network to accommodate this activity within a very tight timeframe, and to advise our staff and customers in an equally tight timeframe.

Your confirmation by way of a simple email return would be most appreciated.

Many thanks again and best regards,

Rudy B. Ebanks

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Cable and Wireless plc

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Press Release



NEWS

For Immediate Release

23rd August, 2007

5 cent per minute Calls to Jamaica – Cable & Wireless helping Jamaican families and friends communicate

Cable & Wireless Cayman Islands is pleased to offer their fixed line and mobile customers a special low rate to call Cable & Wireless customers in Jamaica for a limited time following the passage of Hurricane Dean. The telecommunication leader is providing a special low rate of five cents per minute for Cable & Wireless fixed line, bmobile prepaid and postpaid customers in the Cayman Islands to call their loved ones in Jamaica.

This new rate will apply from 12:01am Saturday 25th August until 11:59pm Sunday 2nd September. Customer can talk as long as they want for this low rate.

“Following the impact of hurricane Dean we understand the need to be able to keep in touch, therefore we decided this would be the best way for Cable & Wireless to help the Jamaican community during this difficult time. We wanted to make it easier for our customers to communicate with their friends and family in Jamaica.” commented Tim Adam Cable & Wireless Chief Executive.

Mr. Adam went on to say “We are very appreciative to our colleagues at Cable & Wireless Jamaica for so promptly agreeing to help facilitate this arrangement, because the cost impact of providing this special price is very significant to both our companies. We are also grateful for the very fast response from the Information and Communications Technology Authority (ICTA) which has enabled us to extend this offer to our fixed line customers as well.”

The company wishes to emphasise that the special rate applies to calls to Cable & Wireless Jamaica fixed line and bmobile prepaid and postpaid customers only. Cable &

Wireless (Cayman Islands) Ltd. reiterated its gratitude to its sister company Cable & Wireless Jamaica for their assistance in making this special rate a reality.

Cable & Wireless wishes everyone in Jamaica a hasty recovery.

-Ends-

About Cable & Wireless

Cable & Wireless is the only full service telecommunications company in the Americas & Caribbean, and one of the world's leading international communications companies. It provides fixed and mobile voice, data, IP (Internet Protocol) and broadband services to business and residential customers, as well as services to other telecoms carriers, mobile operators and providers of content, applications and internet services. Cable & Wireless' principal operations are in the United Kingdom, the Caribbean, Panama, Macau and Monaco. For more information about Cable & Wireless, go to www.cw.com

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