



**23 April 2012**

## **CWC LAUNCHES PAY TV IN BARBADOS**

LIME, the Caribbean division of Cable & Wireless Communications (CWC), has launched a pay TV service in Barbados, its first TV over broadband product in the Caribbean.

Branded 'LIME TV' subscribers nationwide can watch up to 130 channels and video on demand content delivered to a set top box, or connected device, in the customer's home over a broadband connection.

Basic channels available include the major US networks, ABC, CBC and NBC, sports channels such as ESPN, music channels including MTV, children's channels including Nickelodeon, news channels and lifestyle channels including the Warner Bros. channel and BBC America. LIME has also launched its own channel, LIMEstyle, to showcase its products, services and promotions.

LIME TV also has a number of premium sports and movie channels including HBO and Max (formerly Cinemax).

Chris Dehring, Chief Marketing Officer of LIME, commented:

"Our goal is to provide consumers with a pay TV product that is functionally superior to their current experience, delivers higher levels of service and is easy to use. The launch of LIME TV is an important step towards delivering entertainment services to all our customers. Pay TV is an important growth opportunity for us."

CWC has pay TV services in a number of its businesses including Panama and Monaco. In the Caribbean LIME provides a digital TV service in St. Lucia and a mobile TV service in Jamaica.

Barbados is one of LIME's largest markets in the Caribbean with a population of around 287,000. LIME is the leading provider of mobile, fixed line and broadband services in the island.

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### **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](http://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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