

The LIME logo is a vertical rectangle with the word "LIME" written in white, bold, sans-serif capital letters on a black background.

PRESS RELEASE

LIME. For Living. Everyday.

www.lime.com

New Managing Director for LIME Jamaica & Cayman

Kingston, Jamaica, October 1, 2010: LIME Jamaica today announced that Geoff Houston, current Managing Director LIME Jamaica and Cayman, will be leaving the Jamaica business to head up a Mergers & Acquisitions Team dedicated to assessing expansion opportunities and expansion implementation for LIME in the Caribbean. Garfield Sinclair, currently Managing Director for LIME's Customer Segments will succeed Mr. Houston with effect from October 1, 2010.

Mr. Houston has led LIME's operations in Jamaica for the past two years, ensuring, among other initiatives, the roll-out of 3G, broadband expansion and stabilisation of the mobile network. LIME's recent thrust to reconnect with the Jamaica community and bring genuine innovation, such as Mobile TV, is another major development during his tenure. His experience in assessing turnarounds and positioning for growth makes him ideally suited to the task of seeking out expansion opportunities for LIME.

Mr. Sinclair joined LIME in March 2010 from a previous position as President and Chief Operating Officer for Dehring, Bunting and Golding ("DB&G"). He will lead the Jamaica and Cayman businesses into a new phase of aggressive growth through consistent product and service innovation, an expanded sales network and direct focus on creating consistently winning customer experiences.

Commenting on the leadership change, LIME CEO David Shaw said:

"Geoff has stabilized the Jamaica business. He will now lead our 'Caribbean Expansion' strategy - an area that is critical for growth given the prevailing challenges to Caribbean economies. I'd like to thank Geoff for his leadership of the Jamaican business and welcome Garfield to the role. It's time to be bold in our drive for results and we're expecting many new and exciting developments as we pursue our growth agenda in Jamaica and the rest of the Caribbean."

About LIME

LIME is the Caribbean's leading telecommunications company, focused on building products and services that make Caribbean people's lives better. LIME's aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless, one of the world's leading international communications companies.

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