

# Press Release.

[www.time4lime.com](http://www.time4lime.com)

The logo for LIME, consisting of the letters L, I, M, and E stacked vertically in a bold, black, sans-serif font.

## 3G NETWORK LAUNCHED IN JAMAICA

- US\$40-million investment in new, high-speed, high capacity mobile network
- High-speed internet service from mobile phones and wireless USB modems now available to customers

**Monday June 22, 2009:** LIME, CWI's Caribbean business, is taking the mobile services to a new level in Jamaica, with the launch of Jamaica's fastest 3G Network. From today, LIME customers in the greater Kingston area, the most populous region in Jamaica, will have access to the new network and a range of new and improved features and services, including high speed internet, from their 3G compatible mobile phones.

It is expected that islandwide coverage will be available in a couple of years as the network is rolled out progressively.

The new network, developed in conjunction with Ericsson, involved the transformation of the company's pre-existing core mobile network, and a US\$40 million investment. The network will run on High Speed Packet Access (HSPA) technology, substantially increasing network capacity and enabling customers to access a range of feature-rich wireless services. The new features include offering simultaneous voice and data services - allowing customers to make a call while viewing or sending an email, surfing the web and downloading an MP3 file at the same time.

The network will further enhance LIME's ability to provide the best communication services in the Caribbean across mobile, broadband and domestic and international fixed-line services.

LIME customers with 3G compatible mobile devices will also be able to enjoy:

- Fast and easy access to multimedia content from devices like mobile phones, PDA's and laptops
- Mobile access to video streaming and social networking sites
- Super fast web browsing on mobile handsets
- Sending, receiving and downloading multimedia content including video, music, graphics, data and photographs while on the go
- The ability to send and receive large e-mail messages
- Mobile broadband with high speed up to 3.6Mbps

The logo for CWI Group, featuring the letters C, W, and I in a large, bold, black, sans-serif font, with the word "Group" in a smaller font below it.

Customers will be able to utilise the 3G services with a wide selection of mobile handsets, and USB modems, all available on LIME plans. Compatible handsets include the BlackBerry Bold, the HTC Touch Diamond, Nokia 5610, Nokia 6120, Sony Ericsson W705 and the Sony Ericsson C510.

Geoff Houston, LIME's Country Manager in Jamaica commented: "We are delighted to be able to offer our customers Jamaica's fastest 3G mobile service which will totally revolutionise what a mobile phone can do. 3G literally puts the power of the Internet in the palm of our customers' hands and this will change the way we live, work and play."

Niklas Heuvelod, President of Ericsson Central America and Caribbean, says: "We are proud to extend our global partnership with LIME with this important mobile broadband project. Ericsson looks forward to continue supporting LIME in the development of innovative 3G applications and content in support of LIME's vision".

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#### **About LIME**

LIME (Landline, Internet, Mobile, Entertainment) 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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#### **About CWI**

CWI (formerly Cable & Wireless International) is an owner and operator of market-leading regional telecoms businesses. Part of the Cable & Wireless Group, CWI is headquartered in London and operates through four regionally-based business units – the Caribbean, Panama, Macau and Monaco & Islands. It is a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed-line services as well as enterprise and managed service solutions.

[www.cwig.com](http://www.cwig.com)

#### **About Ericsson**

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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