



CABLE & WIRELESS

La Verne Hodge
Cable & Wireless Corporate Communications
Office: 284 494-6092

FOR IMMEDIATE RELEASE

“One World, One Team”

150 Cable & Wireless leaders discuss Teamwork, Customer Experience and Innovation at Global Summit in Barbados

St. Michael, Barbados, March 16, 2006 –The most senior 150 executives and “high potentials” from 29 of Cable & Wireless’ International businesses came together for a 3-day summit held at the Hilton hotel in Barbados. Attendees from Panama, Macau, Europe, the Seychelles, Maldives and the Pacific Islands joined colleagues from the Caribbean to participate in the summit, learn about C&W International strategy and meet teams from around the world.

“Our businesses are diverse in many ways, yet we face similar challenges and opportunities in all our markets,” explained Harris Jones, chief executive officer of Cable & Wireless International. “Many of our businesses and markets are at varying stages of maturity. This creates an incredible opportunity for us to capitalize on our own history, case studies, expertise and examples of best practice from around the world. This can only happen when we think and act like “one team.”

To ensure that the “One World, One Team” spirit extends to every layer of C&W’s international businesses, Jones made sure that a sample of talented up-and-coming employees were included in the conference, along with top executives. “I felt it was important that in the course of this Summit we were able to get points of view from some people who aren’t yet at the top of the management chain – we always need people to provide us with a reality check. I want employees to have the opportunity to return to their local businesses with information and enthusiasm they can share with their peers.”

The Global Summit agenda included a strategic overview from Harris Jones as well as insights into each of the regions in which C&W operates. Attendees have developed an understanding of the diverse cultures and markets within the C&W portfolio, but more importantly, the common challenges the businesses face and how to use collective skills and experience to address them.

Harris Jones reminded everyone that customer experience is the key driver for C&W success. Said Jones, “Customer experience – and the constant improvement of it -- will always be a challenge in the world of telecoms. I was glad to watch the exchange between businesses in the drive to build on customer satisfaction in all our markets.” Referring to recent launches of Internet Telephony (VoIP,) mobile content services, and Wi-Fi wireless internet, Jones added, “I am also proud of how well our team has done with launching innovative services and technology to what many would call emerging markets. We have not let size or income levels in our markets hold us back from delivering new products that truly meet the needs of our customers around the globe – and I am proud of that. We have listened to our customer needs and launched products to meet those needs, rather than simply throwing technology out there in the hopes that someone will use it.”

-more-

In addition to the working sessions, attendees were given several opportunities to get to know each other on a more social basis, including a team-building sailing challenge and a beach-themed barbecue. The organizers of the event felt it was important to create opportunities for establishing friendships that will last beyond the boundaries of the Summit, enabling the collaborative spirit of the meeting to become part of everyday life amongst Cable & Wireless businesses across the globe.

The Global Summit followed an announcement earlier this year that Cable & Wireless' International Businesses will be managed separately from Cable & Wireless UK under the leadership of Harris Jones.

Photo caption:

Harris Jones, CEO Cable & Wireless International, with members of his management team from 29 countries across the globe. This week the Cable & Wireless Global Summit, themed “One World, One Team,” was held in Barbados. 150 senior executives and high-potential employees joined in a three-day meeting to discuss strategy and collaboration.

Cable & Wireless International Business: Highlights

In the majority of markets Cable & Wireless is the leading telecoms provider, offering a complete service including local and international telephony, mobile and internet to both residential and business customers. Cable & Wireless now faces competition in more than 90% of its markets and continues to compete with new rivals by investing in world-class innovation, technology and people. We are proud to be contributing to the local economies and communities in which we operate and will continue to build our brand and deliver excellence to our customers around the world.

Key Facts

- C&W employees 10,000 in the international businesses
- International Businesses revenue improved by 6 percent and earnings before exceptional items improved by 5 percent over the same period in the previous year, due to strong performances in Panama, Macau and the Maldives and the contribution of Monaco Telecom;
- The international businesses have increased overall mobile revenues by 25% and Broadband subscribers by 124%;
- C&W now has over 250, 000 Internet customers (dial up and broadband) and 2.5 million mobile phone users;
- C&W invested over £200 million between 2003 and 2005 upgrading fixed and mobile networks across the Caribbean;
- C&W has launched Broadband in 20 markets and is rolling out in others, and;
- Launched Wi-Fi in nine Caribbean markets this fiscal year

Performance

The International Business is profitable and the cash generative component of the overall C&W business. Its primary focus is on driving growth and revenue in the key areas of Mobile and Broadband. C&W's overall objective is to be the leading full service telecoms provider in each of the countries in which it operates. This is underpinned by efforts to reduce and control costs, whilst strengthening operational capability through shared best practice.

Operations

C&W International businesses: Anguilla, Antigua, Barbados, Bermuda, BVI, Cayman Islands, Diego Garcia, Dominica, Falkland Islands, Grenada, Guernsey, Jamaica, Jersey, Macau, Monaco, Montserrat, Panama, St. Helena, St. Kitts & Nevis, St. Lucia, St. Vincent & Grenadines, Seychelles, Turks & Caicos Islands.

C&W has holdings/is an associate in the following telecoms companies: Dhiraagu (Maldives), Bateleco (Bahrain), Trinidad and Tobago Telecoms Services (TSTT) and The South Pacific (Fiji, Vanuatu and Solomon Islands.)

About Cable & Wireless

Cable & Wireless is 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.

For more information, please contact:

Local:

La Verne Hodge
Cable & Wireless Corporate Communications
Office: 284 494-6092
Mobile: 284 499-2776
Email: laverne.hodge@cwbbvi.cwplc.com

International:

Julia Lambo, International Communications
Telephone: +44 778 166 2146
Email: julia.lambo@cw.com

###