



CABLE & WIRELESS

Cable & Wireless pushes eTopUp trend for prepaid *b*mobile users *Region-wide launch of eTopUp whilst roaming offers convenience for travelers throughout the Caribbean*

West Indies, February 23, 2006 -- Across twelve countries in the Caribbean, Cable & Wireless pre-paid *b*mobile customers can top-up whilst roaming, just like they do at home. This announcement is the latest in a string of initiatives to make staying in touch with *b*mobile while traveling as simple and convenient as possible.

With the introduction of Roaming eTopUp from *b*mobile, customers who are visiting a Caribbean country served by mobile can go anywhere eTopUp is sold, give the retailer their 10-digit mobile number and pay using local currency, and their account will be credited in equivalent home currency. The talk-time can be used while traveling, or once the customer returns home.

Additionally, friends, families and colleagues can top-up phones for one another when they are in separate *b*mobile markets. For example, a father in St. Lucia could top up his daughter's phone whilst she was living and studying in Barbados. All he would need is his daughter's 10-digit number.

"This functionality is an important next step in offering seamless service for our customers who travel throughout the Caribbean," said Paul Hamburger, EVP Commercial for Cable & Wireless Caribbean. "We know that a significant portion of our pre-paid customers travel regularly, either on business or to visit friends and family. However, often when preparing for a trip people don't remember -- or don't have time -- to top up their mobiles. Now they have one less stress -- they can top up from their destination by going to any Cable & Wireless store."

Cable & Wireless was the first company to launch eTopUp for mobile customers in the Caribbean, eliminating the need for purchasing a physical card in order to receive airtime. eTopUp has enabled customers across the region to purchase airtime with any amount of money they choose, rather than the pre-determined amounts sold on cards. Said Hamburger, "Our strategy to let the customer choose the amount he or she wishes to top up has worked well for us. Whether someone has five dollars or one hundred dollars, they can top up with us. This has made airtime more accessible to everyone -- no matter how much money they have."

Across the Caribbean region, use of eTopUp amongst Cable & Wireless *b*mobile customers has doubled in the past six months. In fact, in several countries the usage of eTopUp is at 100% and traditional pre-paid cards are no longer sold. "This is a great example of the adaptability of our Caribbean customers. They crave convenience and innovation, and we are working hard to deliver it to them, across the board. When we deliver a great product, customers respond," said Hamburger.