



## CABLE & WIRELESS

September 29, 2005

### Join **bmobile's** Island Roam! Watch Jamaica Sumfest 2005 on BET & BET Jazz; text-to-win VIP trips to T&T Carnival

Special Caribbean programming covering Jamaica Sumfest 2005, sponsored by **bmobile**, will air on BET Jazz & BET now through November 7. **bmobile** customers who watch the program have the exclusive opportunity to text-to-win VIP trips to Trinidad & Tobago Carnival.

The Sumfest program is hosted by Maxine Williams and Wayne Wonder, and features music and cultural highlights from the great Jamaican tradition that is Sumfest. From now through November 7, **bmobile** customers can request a question about the show by texting the word "BET" to 238 (4444BET in Jamaica.) A question will be sent to the customer via text, and a correct response gains entry into the prize draw for an all-expense paid trip for two to Trinidad & Tobago Carnival in February 2006, courtesy of **bmobile**.

"We had a fantastic time working with BET to put these programs together," commented Paul Hamburger, Executive Vice President, Commercial, for Cable & Wireless/**bmobile**. "We are very pleased that through text, we can interact with our customers, and they can have fun interacting with the shows – this is the kind of exclusive opportunity we strive to provide for users of **bmobile**. And, two lucky **bmobile** texters will be able to experience one of the most exciting cultural events in the Caribbean – Trinidad and Tobago Carnival – in VIP style and on us."

Said program co-host Maxine Williams, "In Jamaica, the music of the people is so directly related to the pulse of the country. It was an exciting privilege to both convey and represent this internationally by interacting with the artistes performing at Sumfest. All this took place in Montego Bay – which some might say is one of the most beautiful cities in the world. At the end of the day, the Sumfest program represents the people, the place, and its culture." Williams continued, "Being a Caribbean person myself, and having lived and worked in so many islands, it was a special treat to channel a Jamaican voice, whilst working with one of Jamaica's top artistes and positive role models, Wayne Wonder. The experience was truly an honor."

Co-host Wayne Wonder explained, "It was a real eye-opening experience to be on the other side of the microphone. It definitely gave me an appreciation for all the people who have interviewed me in the past!" He continued, "Maxine was a great tutor to me... and the experience hosting the program exceeded all expectations. I hope BET continues to do more programming like this, and if asked I would be involved again – no question!"

Please check local programming schedules for specific program airtimes. Stay tuned for the next **bmobile** Island Roam destinations, with programming on BET & BET Jazz covering Barbados Crop Over (airing later this year) and Trinidad & Tobago Carnival (airing spring 2006.)