

CABLE & WIRELESS TEAMS UP WITH REALMADRID.COM

Submitted by: Pleon

Thursday, 14 March 2002

Global telecommunications group scores a deal to manage RealMadrid website

LONDON, 14th March 2002 - Cable & Wireless, the global telecommunications group, has today announced that Real Madrid, the premier Spanish and international football team, has chosen Cable & Wireless to host and manage the Real Madrid website (www.realmadrid.com), which can receive over 2,5 million hits around its biggest games. (The site received 2 million visits the day Zidane joined Real Madrid).

Cable & Wireless has migrated Real Madrid's website from the previous provider without interruption and expanded the site with a 'one stop shop' managed solution which involves data storage, managed back-up services, load balancing and monitoring of the organisation's services and applications. Cable & Wireless also delivers managed IP-VPN services and manages Real Madrid's Oracle Database and WebLogic applications.

Almost 70 per cent of the total traffic to the Real Madrid site comes from outside Spain. Real Madrid therefore needed a truly global internet provider who could also offer maximum connectivity in Spain, backed up by rigorous Service Level Agreements (SLAs) for service availability and performance. The website benefits from guaranteed bandwidth for the large volume of international traffic it receives, and is connected to a trunk node of the global Cable & Wireless IP network that forms part of the largest existing standalone system: AS 3561.

Through this agreement, Real Madrid will also benefit from Cable & Wireless 2Way Web Services. This enables companies not only to use the Web to distribute information but also to carry out transactions and manage eBusiness content. Companies can interact with their clients and suppliers and carry out electronic commerce operations and transactions within a highly reliable, fast and safe environment on a global scale. With Cable & Wireless therefore, businesses, can choose a comprehensive eBusiness infrastructure provider, that is financially stable, and can provide the connectivity both within the organization and outside it, with the capability to also provide managed hosting and content distribution services.

Cable & Wireless also operates advanced data centres in the main business centres of the U.S.A, Europe and Japan.

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About Cable & Wireless

Cable & Wireless is a major global telecommunications business with revenue of over £8 billion (US\$11 billion) in the year to 31 March 2001 and customers in 70 countries and consists of two core and complementary divisions: Cable & Wireless Regional and Cable & Wireless Global. Cable & Wireless Regional offers a full range of telecommunications services in 35 countries around the world. Cable & Wireless Global's focus for future growth is on IP (internet protocol) and data services and solutions for business customers. It has developed advanced IP networks and value-added services in the US, Europe and the Asia-Pacific region in support of this strategy. With its financial strength and the capability of its global IP infrastructure, Cable & Wireless holds a unique position in terms of global coverage and services to business customers.

For more information about Cable & Wireless, go to <http://www.cw.com>

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