

CABLE & WIRELESS LAUNCHES NEW VOICE TARIFF FOR UK BUSINESSES

Submitted by: Pleon

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Cable & Wireless Business Talk injects fresh competition into UK market with value-for-money call plan

Cable & Wireless, the international telecommunications group, today (1 December 2003) launched a new voice package for UK business customers, challenging BT's leadership in the business telephony market head-on. Cable & Wireless Business Talk, available from today, is a cost-efficient and easy-to-understand call plan which includes - at no extra cost - a range of value-added services to help businesses manage their telecoms service more effectively.

Cable & Wireless Business Talk provides a minimum of 15% savings over BT services* on call charges, with no hidden costs, such as set-up or minimum call charges. Cost savings can reach up to 31%, depending on the customer's annual spend, with line rental charges that are up to 27% cheaper than BT**.

The package also incorporates a range of value-add services designed to meet specific business needs. These include:

- online call management facilities*, enabling customers to view and analyse their bills online and identify further opportunities for cost reduction;
- fraud detection capabilities*, allowing businesses to identify anomalous call patterns online;
- 24/7 online customer service, allowing customers to submit and track enquiries day or night;
- specially-allocated audio-conferencing numbers which are available to the customer at any time.

Targeted at UK businesses of all sizes, Business Talk will be available both directly from Cable & Wireless and through its network of channel partners. With complete transparency around the structure of the new tariff, customers and resellers can easily see how savings can be achieved and can be assured that migration of their service will be quick and easy, allowing them to focus on their core business activities with minimal disruption.

Gareth James, managing director, UK Corporate Markets, Cable & Wireless, said, "Cable & Wireless is taking a bold step to re-invigorate the UK voice market by delivering real cost savings and enhanced services, coupled with simple, hassle free migration to our network. We are aiming to increase our customer base by challenging BT's dominance – a tactic we have successfully adopted through the launch of our carrier pre-selection services, used by customers such as Lloyds TSB and Tesco to address the residential market. The promise of instant cost savings that are easy to implement is appealing to UK businesses of all sizes."

Cable & Wireless Business Talk provides a firm commitment to meet agreed dates for connection, which can be as little as 22 days. If for any reason this should not happen, Cable & Wireless will pay the difference between the Business Talk tariff and the customer's existing tariff to ensure that they do not miss out on the impressive cost savings*.

Cable & Wireless Business Talk consists of eight, easy-to-understand pricing structures, which offer increased levels of discount as businesses spend more. As an illustration, Voice 1000 (for customers with a minimum telecoms spend of £1,000 per year) includes the following standard pence per minute call

rates:

UK - local calls 1.80ppm, national calls 2.20ppm;

International - France 3.00ppm, Germany 3.00ppm, India 21.00ppm, Japan 4.50ppm, Pakistan 21.00ppm, Portugal 4.00ppm, South Africa 14.00ppm, USA 2.50ppm.

- Ends -

* Comparison between Cable & Wireless Business Talk and standard BT Commitment 1 year ppm rates, based on an average C&W call profile as at 14 November 2003. Minimum call spends apply.

**Applies to Cable & Wireless direct connections; savings quoted in comparison with BT line rental with chargeable direct dial-in (DDI) range quota as at 14 November 2003.

For more information on Cable & Wireless voice services, please visit www.cw.com/uk/voice

Value added services marked with "*" are not included in the entry level Business Talk call plan, Voice 1000.

About Cable & Wireless

Cable & Wireless is one of the world's leading international communications companies. It provides voice, data and IP (Internet Protocol) 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, continental Europe, the United States, Japan, the Caribbean, Panama, the Middle East and Macau.

For more information about Cable & Wireless, go to www.cw.com.

For more information, please contact:

Katherine Smailes

Cable & Wireless

Tel: +44 (0)1344 818 324

Email: katherine.smailes@cw.com

Henny Valder

Brodeur Worldwide (for Cable & Wireless)

Tel: +44 (0)20 7298 7075

Email: hvalder@uk.brodeur.com

Brodeur Worldwide Contacts

Henrietta Valder

+44 (0)20 7298 7070

+44 (0)870 242 8323
hvalder@uk.brodeur.com

Ghezala Beg
+44 (0)20 7298 7070
+44 (0)870 242 8323
gbeg@uk.brodeur.com

Company Contacts

Katherine Smailes
+44 (0)20 7315 3564

katherine.smailes@cw.com