

CABLE&WIRELESS WORLDWIDE AWARDED POLYCOM'S EMEA SERVICES PARTNER OF THE YEAR

07 April 2011; Cable&Wireless Worldwide, a leading mission critical communications provider, was awarded Polycom, Inc.'s 2010 EMEA Services Partner of the Year at an awards ceremony in Orlando, Florida. Polycom, a global leader in unified communications (UC), honoured its top performing channel partners during TEAM Polycom, the company's annual partner conference.

C&W Worldwide provides high definition visual communication solutions, including Managed Video Conferencing (MVC) for desktops, group meeting rooms and immersive telepresence, to large national and multi-national companies and UK Government departments. By utilising its global next-generation network for managed video conferencing C&W Worldwide customers receive the highest quality of service internationally, ensuring an experience akin to being in a face to face meeting.

Mark Charlesworth, Senior Product Manager at C&W Worldwide comments; "We are delighted that we've been recognised as Polycom's 2010 EMEA Services Partner of the Year. This award highlights our continued focus to deliver advanced communication solutions that truly meet our customer's needs as video communications has an important role to play in the workplace."

Recent research by C&W Worldwide found that, despite the UK's reliance on electronic communications, face to face contact, either via video conferencing or by being in the same room, is fundamental to positive business collaboration. Eighty-seven per cent of British respondents claimed actually seeing colleagues or a contact was important in making business decisions.

Ron Myers, senior vice president, Worldwide Channels, Polycom, comments: "Polycom's Partner Awards recognise partners for excellence in meeting customer solution, service and support needs. C&W Worldwide continues to impress with its dynamic, flexible, creative way of delivering video

conferencing and telepresence solutions to its customers and we are proud to award it our EMEA Services Partner of the Year award.”

C&W Worldwide estimates that the use of managed video conferencing (MVC) saves customers at least 25 per cent on their travel costs. The number of video conferencing units being deployed to customers has increased by 34 per cent over the last 12 months. Internally, C&W Worldwide uses video conferencing extensively, clocking up over 1.2 million minutes across the business in 2010 with usage increasing 36 per cent in the last six months alone.

-ends-

Contacts:

CABLE&WIRELESS WORLDWIDE

Liv Nixon	Senior PR Executive	+44 (0)7822 804 975
Cable&Wireless Worldwide Press Office		+44 (0)1344 818 888

NOTES TO EDITORS:

Cable&Wireless Worldwide conducted a survey with over 4,800 consumers and business respondents in the UK, India, Spain, Germany and Singapore about their communication methods and habits. For more information please visit <http://www.cw.com/mvc> and <http://www.cw.com/face-to-face-contact-seals-the-deal-in-modern-business>

About Cable&Wireless Worldwide

Cable&Wireless Worldwide is a leading global telecoms company providing a wide range of high-quality managed voice, data, hosting and IP-based services and applications to large multinational companies, governments, carrier customers and resellers across the UK, Asia Pacific, India, Middle East & Africa, Continental Europe and North America. Established in the 1860s, Cable&Wireless Worldwide helps more than 6,000 organisations deliver their goals. The Group’s vision is to be the first choice for mission critical communications.

Reaching 20,500km in length, Cable&Wireless Worldwide owns the UK’s largest fibre network dedicated to business users of telecoms, and provides ubiquitous nationwide access through a combination of fibre, digital, microwave, radio and leased circuits. The network has presence in over 400 towns and cities in the UK, with more than 850 unbundled exchanges covering 55% of the population.

Internationally, Cable&Wireless Worldwide’s global next-generation network (NGN) stretches to more than 500,000km, including interests in 69 global cable systems, enabling connectivity to 153 countries. The Group’s IP-based Multi-Service Platform operates across the NGN, offering a single

environment on which voice and data applications can be converged to drive business efficiencies. Cable&Wireless Worldwide's network is uniquely designed with inbuilt resilience.

With more than 6,200 colleagues globally, Cable&Wireless Worldwide is committed to delivering exceptional customer service and developing long term partnerships with its customers.

To find out more, please visit www.cw.com.