

CABLE&WIRELESS WORLDWIDE APPOINTS CHARLES KENNAWAY AS VICE PRESIDENT FOR ENTERPRISE SALES IN ASIA PACIFIC

Singapore, February 24 2011: Cable&Wireless Worldwide, the mission critical communications provider, today announced the appointment of Charles Kennaway as its vice president for enterprise sales in Asia Pacific. Before joining C&W Worldwide, he was the general manager, ASEAN, at Orange Business Services, responsible for driving sales within South-East Asia.

Nick Lambert, Managing Director for Global Markets, Cable&Wireless Worldwide said: "Charles is amongst the most respected business leaders in the industry today. His extensive knowledge, skills and experience will be of benefit to C&W Worldwide as we continue to expand our presence in the region and focus on winning strategic new business."

Charles Kennaway has over 20 years of experience in the Information Technology and Telecoms industries; 12 of which have been in Asia. Previously, he held key positions in SITA, ICO Global Communications and Nippon Oil UK. He is an associate with the Chartered Institute of Management Accountants (CIMA).

Media Contact

Michele Soon

Corporate Affairs Manager - Asia Pacific
Cable&Wireless Worldwide
Desk: +65-64775865
Handphone: +65-9321 3191
Email: michele.soon@cw.com

About Cable&Wireless Worldwide

Cable&Wireless Worldwide (LSE: CW.) is one of the world's leading mission critical communications providers, delivering a range of high-quality managed voice, data 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.

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 802 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, and provides 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 and the capability to re-route traffic in the event of failure of one or more paths, particularly at the international level.

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, visit www.cw.com.