

CABLE&WIRELESS WORLDWIDE EXTENDS PARTNERSHIP WITH BOOTS UK

16 November 2010: Cable&Wireless Worldwide, the leading communications provider, has extended its direct partnership with Boots UK, the UK’s leading pharmacy-led health and beauty retailer, in a new long term contract which will see C&W Worldwide supply and manage a range of data and telephony services. This includes the provision of a single, secure and high-speed network to underpin all of Boots UK’s critical communications. In addition, C&W Worldwide’s Application Performance Management (APM) will offer Boots UK real-time visibility and network control, enabling business critical applications to be prioritised depending on time of day and to cater for sales peaks.

Jim Marsh, Chief Executive Officer, Cable&Wireless Worldwide comments: “We’re excited to be working with Boots UK in this capacity. We share a passion for service and are looking forward to supporting Boots UK in providing a total customer experience for its shoppers.”

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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.

About Boots UK

Boots UK is the UK's leading pharmacy-led health and beauty retailer. Its purpose is to help customers look and feel better than they ever thought possible. It has close to 2,500 stores from local community pharmacies to large destination health and beauty stores.

Its stores are located in convenient locations and put the pharmacist at the heart of healthcare. Its pharmacists are well placed to provide a significant role in the provision of healthcare services, working closely with other primary healthcare providers in the communities it serves.

Boots UK is a member of Alliance Boots, a leading international pharmacy-led health and beauty group.