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“New regional branding for telecommunications giant, FLOW”.

St. George’s , August 12, 2010: From August 1, 2010 regional telecommunications provider Flow, will migrate to a regional identity, resulting in each Flow brand in the Caribbean transitioning to a singular look, with the logo’s main colour being Orange.

The re-branding process will take place in all countries currently covered by Flow’s service footprint, including Trinidad, Jamaica, Grenada and Curacao.

Rhea Yaw Ching, Group Head of Sales, Marketing and Communications - Southern Caribbean region, stated, “After five years as an entity within the Caribbean, we have reached a phase in our growth and development whereby we recognize the benefits of presenting Flow as a regional brand rather than as individual companies of Columbus Communications Inc., allowing us to benefit from our collective and growing strength in the region.”

She concluded, “We look forward to this exciting new chapter in our company’s history as we continue to make our mark as an undisputed regional player in the telecommunications and entertainment industries.”

Company History:

Flow is the brand of Columbus Communications Trinidad Limited, the largest cable television service provider in Trinidad. The company is wholly owned by the international telecommunications company, Columbus Communications Inc., a leader in broadband network construction and in the provision of telecommunications services in the Caribbean and Central America.

For more Information
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