

January 6, 2016

NEW

LOWER RATES

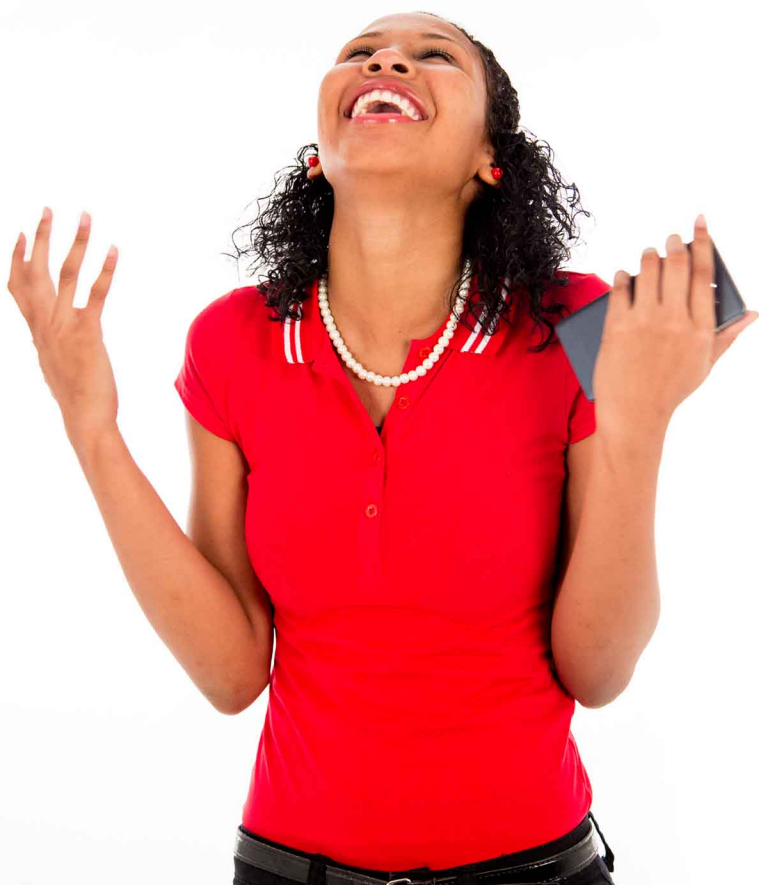
Belize Telemedia Limited (BTL), under its DigiCell banner, is pleased to announce that effective this past January 1, 2016, the company lowered its PrePaid cellular rates. These reductions mark the continuation of fourteen months of price reductions and product enhancements to DigiCell's PrePaid and PostPaid mobile services.

The new rate for DigiCell customers to call DigiCell & BTL customers (referred to as "On-Net" rate) is 47 cents per minute, exclusive of tax. This represents a significant 22 percent reduction over the previous rate of 60 cents per minute. Calls to the company's competitor, SMART (referred to as "Off-Net" rate), have been reduced to 50 cents per minute, exclusive of tax.

"Since the launch of the MORE campaign in November 2014, we have continuously been the leader in providing our mobile customers with lowered rates and added value," commented Anwar Barrow, Chairman of the Executive Committee of BTL. "We have been keen in listening to our customers' needs and are pleased to introduce these lowered calling rates and improved offerings which will give them the opportunity do more and get more, for the same prices or cheaper."

"By virtue of having the country's largest cellular and landline network, these new rates allow DigiCell customers to call more Belizeans for less money than the customers of the competitor who currently would pay a higher rate to call our larger base of customers. For us the message is simple: Your Credit lasts longer with DigiCell", noted Barrow.

In little over a year, DigiCell introduced new PostPaid Combo plans which give more minutes, more text, FREE talk time and FREE 4G data included in the respective plans; the company repriced its PrePaid 4G data plans to as little as \$2 per day, a 75% reduction in price point; it revised its text bundles, making them the best value in text messaging in the country. These price reductions and product enhancements in DigiCell services have afforded Belizeans tremendous savings and incredible value, with an indication from the company that continued product changes and enhancements will continue in the future.



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