

Telecommunications Giant Cancels Deal With Playboy

Family friendly firms are rare in today's marketplace. Even more scarce are Fortune 500 firms willing to forego profits for the sake of the family.

Telecommunications giant Cable & Wireless USA is an exception. The \$1.2 billion firm has a *pro-family policy* stating that the "family is the basic building block of our nation and that we all must have a strong value system to ensure a safe and productive society." Further, Cable & Wireless USA, which supplies long-distance service to businesses and is the nation's second largest Internet service provider, refuses to "support causes that demean or otherwise encourage the corruption of family values."

The company made good on its commitment last summer when it severed a deal to provide Playboy with pre-paid calling cards featuring photos of *Playboy* centerfolds. After a review process highlighted the Playboy deal—brokered by an outside agent—Cable & Wireless USA acted quickly to end its relationship with Playboy. "This just isn't the kind of business that we want to do," then chief executive officer Rich Yalen said at the time.

Low Rates to Ministry Friends

The business it does want to do includes providing extremely inexpensive residential long-distance service—just 8.9 cents per minute with no monthly fee—to friends of Coral Ridge Ministries. That low rate (for state-to-state calling) is available 24 hours a day, seven days a week. And since Cable & Wireless USA bills in increments of six-seconds, not one minute, its customers save even more by paying only for the time they talk.

Cable & Wireless USA offers a robust, wholly-owned network of fiber

optic lines and switches. Long a leader in long distance service for business, Cable & Wireless USA has earned *Fortune* magazine's top rating for customer service. Its parent, British-based Cable & Wireless plc, is a \$14 billion firm employing 40,000 people and is the fourth largest carrier of telecommunications traffic worldwide.

Not only can Coral Ridge Ministries friends feel good about doing business

with a pro-family, market-leading long-distance provider, but they can also help Dr. Kennedy reclaim America for Christ when they make Cable & Wireless USA their long-distance provider. That's because ten percent of their Cable & Wireless USA out-of-state long distance bill will go to Coral Ridge Ministries.

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Support Family and CRM

You can transfer your long-distance service to Cable & Wireless—and support the family and Coral Ridge Ministries—by calling 1-800-325-7577. When you switch your long-distance service to Cable & Wireless USA, you not only make a pro-family impact on corporate America, but you will help us bring the Good News and biblical morality to America. ■

Cable & Wireless—A Family Friendly Alternative

- 8.9 cents per minute anytime for out-of-state long distance and no monthly fee.
- 10 percent of your out-of-state long-distance bill goes to help Coral Ridge Ministries reclaim America.
- Long distance from a firm with a proven pro-family commitment.
- Switching is easy. Just call 1-800-325-7577 today.