



July 23, 2015

MEDIA RELEASE

Bluesky brand launches in the Cook Islands

On July 23rd, 2015 Bluesky launches the Bluesky brand in the Cook Islands. At this time Telecom Cook Islands will become known as Bluesky and customers will be introduced to a new logo and visual identity.

This milestone week for Bluesky commenced with the introduction of Bluesky into New Zealand on July 20th, 2015 where they are now offering competitive prepay mobile cellular plans, and concludes with the introduction of the Bluesky brand into the Cook Islands.

“Our vision is clear, we play a lead role in connecting Pacific people around the world. It is our responsibility and commitment to our Pacific family to ensure they can remain connected, receive great value and can access information at all times.” says Bluesky Pacific Group CEO and President, Adolfo Montenegro.

Teleraro Limited, a consortium, led by the Bluesky Group, purchased a 60% interest in Telecom Cook Islands Limited from Spark New Zealand in February 2015. The consortium includes a Trust which holds 10% of the Teleraro shares on behalf of participating employees in Cook Islands. It also includes a Trust to hold 15% of the shares of Teleraro for Cook Islanders to purchase. This is the first time that the people of the Cook Islands have been given the opportunity to directly participate in the ownership of the company.

Since February 2015 Bluesky has worked closely with the leadership team from Telecom Cook Islands, blending the considerable talents and technology of the companies.

Along with a new look under the Bluesky brand, the Cook Islands community will see the introduction of new and exciting products and promotions that will allow residents to enjoy being connected

anytime and anywhere, to each other and the wider world beyond. Bluesky is already underway with trials to bring Moana TV to the



Cook Islands. Moana TV is an IPTV service which will provide customers with access to more than 20 channels, including news, education, childrens, sports and religious channels.

Residents and visitors to the Cook Islands will be invited to share in a range of celebratory activities during the next few weeks to celebrate the extension of Bluesky services across the Pacific, and will get to receive even greater value under the new brand.

ABOUT BLUESKY

Bluesky Group is a leading regional telecommunications operator providing various combinations of mobile, broadband, TV and landline services in American Samoa, Samoa, Cook Islands, and New Zealand.

Bluesky Communications was launched in American Samoa on July 10, 1999. As a mobile phone company, Bluesky subsequently grew to encompass ISP and cable TV operations. Since 2009, Bluesky Pacific Group has operated the only submarine fibre cable into American Samoa and Samoa from Hawaii.

Expanding into Samoa in March 2011, Bluesky Group purchased 75% of SamoaTel. Bluesky subsequently expanded into the Cook Islands in February 2015 through purchasing 60% of Telecom Cook Islands from Spark NZ. Bluesky Holdings NZ Limited is now part of the Bluesky Pacific Group of companies.

Since its inception, Bluesky has accomplished a number of technical achievements through a determination to enable Pacific people and businesses to access new technologies, reduce costs, empower employees and thrive as a business.

Bluesky is an active contributor to its communities in all the countries it operates in and is a major supporter of rugby throughout the region. Recent activities include being the jersey sponsor for Rugby 7s in Samoa and American Samoa as well as the exclusive

Telecommunications Sponsor and Associate Sponsor for the historic Manu Samoa vs All Blacks game hosted in Apia on July 8th 2015.

Bluesky believes in local ownership being critical to the success of its operations. 46% of Bluesky Samoa is owned by Samoan investors with profits being returned to Samoans. A similar ownership



structure is in place in its Cook Islands operation with shares reserved allowing local staff and Cook Islands investors to participate in the ownership of Bluesky in the Cook Islands.

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