

Global Crossing Debuts New Advertising

- Global Crossing redefines brand and image through new advertising.
- Advertising launch coincides with the completion of company's successful financial restructuring.
- Campaign developed by The Martin Agency.

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Florham Park, N.J. – Global Crossing began an initiative today to reestablish its brand and build awareness with the debut of a new advertising, strategically timed to coincide with the completion of the company's financial restructuring. The advertising was launched today in print media throughout the U.S., Europe and Latin America.

"Over the past 22 months, we've worked hard to prove to customers and employees that the Global Crossing brand stands for telecommunications innovation and superior customer experience. Now we're ready to show the rest of the world," said John Legere, CEO of Global Crossing. "This new advertising is designed to let our customers, shareholders, suppliers and partners know how much we've achieved, how far we've come and how exciting our future promises to be."

The advertisements, which will run in most major newspapers, will seek to raise broad awareness that Global Crossing has completed its restructuring.

Global Crossing's global IP-based network, which reaches tens of thousands of customers in 27 countries and 200 cities around the world, is showcased in the advertisements via a glowing beam of light. This icon represents the breadth and reach of Global Crossing's network, and how the company's network, products and services permeate through global centers of commerce. The tag line "One planet. One network." supports the message that one network - the Global Crossing network - can be considered the premier alternative to the networks of other global providers.

The advertising will highlight the company's achievements throughout the past 22 months including financial, customer, network and product milestones, reinforcing Global Crossing's financial stability and rightful place within the industry. A second phase of advertising, anticipated to debut in 2004, will feature the beam of light icon connecting numerous cities throughout the world.

"Our advertisements are fact-based, utilizing our milestones and accomplishments to celebrate our financial recovery," explained Jerry Santos, Global Crossing's senior vice president of corporate communications.

The campaign marks the first new advertising from Global Crossing in two years and the first creative material for the company developed by The Martin Agency of Richmond, VA, which was selected for creative development and media planning following an agency review.

The advertising follows the recent update and redesign of Global Crossing's logo and marketing materials and the launch of a new corporate Web site -- all of which were produced in-house.

ABOUT GLOBAL CROSSING

Global Crossing provides telecommunications solutions over the world's first integrated global IP-based network. The core network component, owned and operated by Global Crossing, connects more than 200 cities and 27 countries worldwide. Our service network reaches more than 500 major cities, 50 countries and 5 continents around the globe.

Global Crossing provides a full range of managed data and voice products and services to many of the world's largest corporations, including more than 40 percent of the Fortune 500, as well as 700 carriers, mobile operators and ISPs.

Please visit www.globalcrossing.com for more information about Global Crossing.

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