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31 January 2012

Mr. Mark Connors,  
Head of Economics and Regulation,  
Information, Communication Technology Authority,  
P.O. Box 2502GT,  
3<sup>rd</sup> Floor Alissta Towers,  
Grand Cayman

Dear Mr. Connors:

**Re: Extension of Free Sunday Nights Promotion**

Subsequent to LIME's application to the Authority dated 11 January 2012, seeking approval to extend the "**Free Sunday Nights – Postpaid Landline**" promotion, LIME has decided that, given the length of time that has elapsed since submitting the application, it no longer wishes to extend the promotion beyond the dates previously approved by the Authority. LIME therefore requests that the Authority disregard the above-mentioned application.

Below are responses to the Authority's questions contained in letter dated 13 January 2012.

- Q1. LIME's 27 October 2011 application identified that the promotion would apply on the following Sundays: 20 November 2011, 27 November 2011, 4 December 2011, and 11 December 2011. However, a 9 December 2011 posting on LIME Cayman's Facebook page (<http://www.facebook.com/photo.php?pid=9108330&l=fe7839e361&id=292495231897>) states that the promotion would apply "[e]very Sunday up to Christmas." Please identify each of the dates that LIME has applied this promotion to customer calling.

## **RESPONSE**

LIME has applied this promotion to customer calling on the dates previously identified to the Authority, that is, 20 November 2011, 27 November 2011, 4 December 2011, and 11 December 2011. The promotion was not available to customers in the Cayman Islands on 18 December 2011 or 25 December 2011. The Facebook posting that the Authority refers to was posted to LIME Cayman's Facebook page by a person who mistakenly assumed all of LIME's promotions were ending by Christmas.

- Q2. LIME's 27 October 2011 application stated that the promotion would allow postpaid landline customers to make calls to any LIME local landline number free of costs. In contrast, the above identified Facebook postings state that "you get free local calls" and "it's free local calls to other landlines." Please identify whether LIME applied the promotional rates for local calling to lines other than LIME local landlines.

## **RESPONSE**

Promotional rates were only applied to calls from LIME local landline numbers to other LIME local landline numbers. The Facebook posting was an error by a person who had imprecisely equated "landlines" with "LIME landlines".

- Q3. Please provide a copy of any customer communications material (media advertisements, bill inserts, pamphlets, fact sheets, etc.) that LIME used to promote the Free Sunday Nights promotion (electronic format such as pdf's or image scans are fine).

## **RESPONSE**

This offer was communicated to customers via LIME brochures. Please see attached.

- Q4. LIME's 11 January 2012 letter states that it is seeking the Authority's approval "to extend the promotion". Please identify whether or not the promotion is still in effect.

## **RESPONSE**

The promotion is no longer in effect. The last date it was offered was 11 December 2011.

- Q5. LIME's 11 January 2012 letter requests an extension of the promotion "to the end of January 2012" without identifying a start date. If the promotion is not still in effect, please specify on which date in January, LIME intends to restart the promotion.

**RESPONSE**

Given the time that has elapsed since LIME submitted its application to make this promotion available in January, LIME no longer wishes to run this promotion in January 2012.

- Q6. LIME's 11 January 2012 letter also requests the Authority's approval to extend the promotion to the end of March 2012 should it continue to be a viable offer. Please explain in detail what is meant by the phrase "should it continue to be a viable offer".

**RESPONSE**

At this time, LIME no longer wishes to offer this promotion into March 2012. If LIME ever takes the decision to make this promotion available again, it will submit the necessary application to the Authority for its consideration.

Yours faithfully,  
Cable & Wireless (Cayman Islands) Ltd d.b.a LIME

‘Signed’

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Anthony Ritch  
General Manager (Cayman), LIME

cc. Frans Vandendries, VP Legal Regulatory and Corporate Affairs, LIME