

# Hello.

[www.time4lime.com](http://www.time4lime.com)

Landline | Internet | Mobile | Entertainment

Cable and Wireless  
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Cayman Islands

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# LIME

February 15<sup>th</sup> 2010

Mr. David Archbold  
Managing Director  
Information, Communication & Technology Authority  
P.O. Box 2502  
3<sup>rd</sup> Floor, Alissta Towers  
Grand Cayman

Dear Mr. Archbold:

**Re: Digicel Complaint Against LIME - "Unlimited Text Bolt-On" Advertisements**

Cable and Wireless (Cayman Islands) Limited, t/a LIME ("LIME") refers to the Authority's email dated February 11, 2010, to which the Authority attached Digicel's complaint in connection with LIME's "Unlimited Text Bolt-On" advertisements.

LIME's response to the complaint is that initially LIME did plan on offering a text bolt-on of 3500 text messages. However, LIME subsequently changed the offer to unlimited text messages, and this is the offer that was communicated to the public. LIME's error is that it forgot to amend certain internal processes and communications to reflect the change in the offer. Upon receipt of the Authority's communication, LIME conducted an internal review and, upon discovering the error, immediately took action to correct it.

The LIME offer is an unlimited text message bolt-on for CI\$15 a week. The advertisement cited by Digicel is, therefore, accurate and not misleading. The Terms and Conditions referred to in the advertisement are LIME's Mobile Terms and Conditions. During the period this promotion has been running no customer has reached 3500 text messages. While the initial promotion was set to expire on January 31<sup>st</sup>, it was decided in late January that we would extend this to February 28<sup>th</sup> 2010.

A fresh approach from Cable & Wireless

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Should the Authority require additional information or have any additional questions or concerns, please do not hesitate to contact us.

Yours faithfully,

Anthony Ritch  
General Manager

Cc: David Laliberté, General Counsel & Head of Licensing and Compliance, ICTA  
Joel Abdinoor, Managing Director - LIME  
Frans Vandendries, VP Legal, Regulatory & Corporate Affairs, LIME  
Victor Corcoran, Chief Executive Officer, Digicel (Cayman) Limited