

Mark Connors

From: Anthony Ritch [anthony.ritch@lime.com]
Sent: 10 February 2012 16:30
To: Mark Connors
Cc: Jayne Woollard; Christian, Theresa; Douglas, Charles; regulatory; Vandendries, Frans
Subject: RE: follow-up question on LIME Christmas Promotion

Dear Mark,

In response to your query regarding the discrepancy in the LIME brochure, there was an error in the end date communicated to customers in the brochure. The individual who prepared the brochure for print mistakenly thought that the promotion ended on the same late in all LIME territories. LIME's response to the Authority by letter dated 31 January 2012 is accurate; the last date that the Free Sunday Nights promotion was offered in the Cayman Islands was 11 December 2011.

LIME apologises for the error in the brochure. We will of course work to ensure that such editing errors do not recur (or are at least minimised) in the future.

Kind Regards,

Tony

Anthony Ritch
General Manager

Desk: +1 345 747 3200
Mobile: +1 345 916 2179
Fax: +1 345 814 0200
E-mail: anthony.ritch@lime.com

One Technology Square 19 Eastern Avenue PO Box 293 G.T., Grand Cayman, Cayman Islands

www.lime.com



From: Mark Connors [mailto:mark.connors@icta.ky]
Sent: Tuesday, February 07, 2012 1:30 PM
To: Anthony Ritch
Cc: Woollard, Jayne; Theresa Christian; Charles Douglas; regulatory; Vandendries, Frans
Subject: follow-up question on LIME Christmas Promotion

Tony

Thank you for your 31 January 2012 letter responding to the questions concerning the Christmas promotion.

I have reviewed the material provided and there seems to be an inconsistency between LIME's responses to Q1

and Q4 that the last date that the Free Sunday Nights promotion was offered was 11 December 2011 and the information provided in the LIME brochure.

The "Postpaid" block on page 4 of that brochure has an asterisk next to the "FREE local calls to other LIME landlines on Sunday Nights from 8pm to 6am" item and the note at the bottom of that page says "* LIME terms and conditions apply. See back cover."

Under the "Postpaid Landline" heading on the back cover, the brochure reads:

"The offer runs from November 14, 2011 to December 22, 2011. LIME terms and conditions of service apply. Offer applicable to LIME active postpaid residential landline customers only. Regular rates (peak, off-peak and/or weekend rates) apply before and after the free calling period."

The period stated in the terms and conditions would include Sunday, 18 December 2011.

Please provide an explanation of the apparent discrepancy between the customer communications material and the LIME responses to the Authority's questions.

Thanks

....mark

Mark Connors
Head of Economics and Regulation
Information and Communications Technology Authority
Cayman Islands
Phone: (345) 746-9620
Fax: (345) 945-8284

Attention:

This email has been scanned by LIME's email security system.
