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Information & Communications Technology Authority

Our ref: ICTA/160/161-09

13 January 2012

Mr. Anthony Ritch
General Manager
LIME/Cable and Wireless (Cayman Islands) Limited
P.O. Box 293
Grand Cayman KY1-1104
CAYMAN ISLANDS

Dear Mr. Ritch,

Re: Extension of Free Sunday Nights Promotion

Please respond to the following questions concerning LIME's 11 January 2012 request for the Authority's approval to extend the "Free Sunday Nights – Postpaid Landline" Christmas promotion. When responding, please repeat the entire question above the corresponding response to that question.

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.

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.

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).

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.

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.

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".

Yours sincerely,

[signed by]

Mark Connors
Head of Economics and Regulation