

LIME. For Living. Everyday.



www.time4lime.com

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Our ref: GRCR 15.4
March 11th, 2011

Mr. David Archbold,
Managing Director,
Information and Communication Technology Authority,
P.O. Box 2502GT,
3rd Floor Alissta Towers,
Grand Cayman.

Dear Mr. Archbold:

Re: **Wacky Wednesday Promotion**

In accordance with its 10 July 2003 Licence, Cable and Wireless (Cayman Islands) Ltd., dba LIME ("LIME") is providing the Authority with notice of a specific promotion, "Wacky Wednesday" on ##.

These offers will be available one day only.

The Offers

LIME will offer the following Wacky Wednesday promotions:

All Residential Fixed Line Customers will have

- ###
- ###
- ###

These offers cannot be combined with any other promotions.

REDACTED

This offering is commercially reasonable and in no way could be construed as anti-competitive.

Confidentiality Claim

LIME is filing this notification in confidence with the Authority. The marketing plans of LIME are information that is of a commercial nature and is consistently treated in a confidential manner by LIME until they are implemented. LIME's competitors and potential competitors would gain advance knowledge of LIME's marketing and pricing plans, even before the information could be made available to LIME's customers or to the general public. This would enable them to develop competitive and targeted marketing and pricing responses, even before LIME would be able to implement its own plans.

An abridged version of this document will be filed. All confidential information has been replaced by "###".

Please contact me should you have any questions.

Yours faithfully,
Cable and Wireless (Cayman Islands) Ltd.

'Signed'

Anthony Ritch
General Manager

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

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