



**CABLE & WIRELESS**

Cable and Wireless (Cayman Islands) Limited  
P.O. Box 293  
Grand Cayman, KY1-1104

Office: +1 (345)949-7800  
Fax: +1 (345) 949 7962

Our ref: GR15.24  
31 October 2006

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

Dear Mr. Archbold:

Re: **Christmas 2006 Voice Promotion**

In accordance with its 10 July 2003 Licence, Cable & Wireless (Cayman Islands) Ltd., ("C&W") is providing the Authority with notice of a specific event, the Christmas 2006 Voice Promotion.

**C&W intends to offer discounts on certain of its voice services during the Christmas period from 17 November to 23 December, inclusive.**

**The Offers**

Effective from 17<sup>th</sup> November to 23<sup>rd</sup> December 2006 (inclusive) C&W will offer the following ###, ###, ### and Gift Card promotions.

**###**

Any new customer can signup for ### ### ### ### ### ### ### ### ### ### ### ### ### ### ### ###, ### ### ### ### ###, ### ### ### ### ###. ### ### ### ### ### ### ### ### ### (### ###, ### ## ###) ### ### ### ### ### ### ### ### ### ### ### ### ### ### ###, ### ### ### ### ### ###. ### ### ### ### ###, ### ### ### ### ### ### ###. ###.

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**Redacted**

### ###

Any new customer who signs up for a ### ## ## ## ## ## ## ## ## ## ##  
## ## ## ##, ## ## ## ## ## ## ## ## ## ##.

## Christmas Gift Cards

Customers will be able to purchase gift cards in \$25.00 denominations. Gift cards can be used to purchase any C&W product or service, but cannot be used as payment of telephone bills.

####

[illegible]

These offers cannot be combined with any other promotions

This promotion will be advertised in the press, radio, TV on the C&W website.

This offering is commercially reasonable and in no way could be construed as anti-competitive. The Authority has before it the C&W's NetSpeak costing for the original NetSpeak product that shows significant positive margins. Furthermore, whilst we recognize that the Authority is still considering the proposed changes to the original NetSpeak product, we believe that these margins have now increased. We are aware that the Authority is still considering the changes we would like to make to the existing NetSpeak product so, in the event that we have not received Authority approval for those changes by the date of the Christmas campaign, this promotion will apply to the existing NetSpeak product. Any revenues forgone by the discount will be easily recovered over the contract life or via the early termination fee.

## Confidentiality Claim

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

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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 & Wireless (Cayman Islands) Ltd.

“Signed”

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Rudy B. Ebanks  
Chief Regulatory and Carrier Relations Officer

c.c. Timothy Adam, Chief Executive C&W  
Ian Tibbetts, Chief Operating Officer C&W  
Frans Vandendries, Vice President, Regulatory Affairs, C&W

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