



The Bigger, Better Network.

Cayman Financial Centre  
36A Dr. Roys Drive  
PO Box 700 GT  
Grand Cayman, Cayman Islands  
Tel: + 1 345 623 3444  
Fax: + 1 345 623 3329

February 11, 2010

Mr. David Archbold  
Managing Director  
Information, Communication & Technology Authority  
P.O. Box 2502, 3<sup>rd</sup> Floor Alissta Towers  
Grand Cayman KY1-1104  
Cayman Islands

Dear Mr. Archbold,

**Re: LIME Free Unlimited SMS advertisement**

Attached please find a copy of LIME advertisement publishing the promotions currently running for Free Unlimited SMS.

We have reason to believe the promotion does not in fact offer unlimited SMS and that the maximum number of SMS offered under the plan is 3500 per month if we are correct, this advertisement is obviously misleading and would be a deliberate attempt by LIME to put before the public and its customers false information, designed to unfairly compete with the other operators.

Further, the advertisement refers to Terms and Conditions which apply to the promotion, the whereabouts and the availability of which is a mystery. No checks with LIME or otherwise were successful in unearthing these important terms. Digicel as you are aware tries to encourage competition where it is fair and legal and does not itself indulge in promotions which on the very face of them do not offer what they purport to.

This activity we think is anti-competitive and illegal. We therefore ask the Information, Communication and Technology Authority to investigate the conditions under which this promotion is being offered and if our concerns are substantiated, instruct that LIME withdraw same and be appropriately sanctioned.

Yours truly,

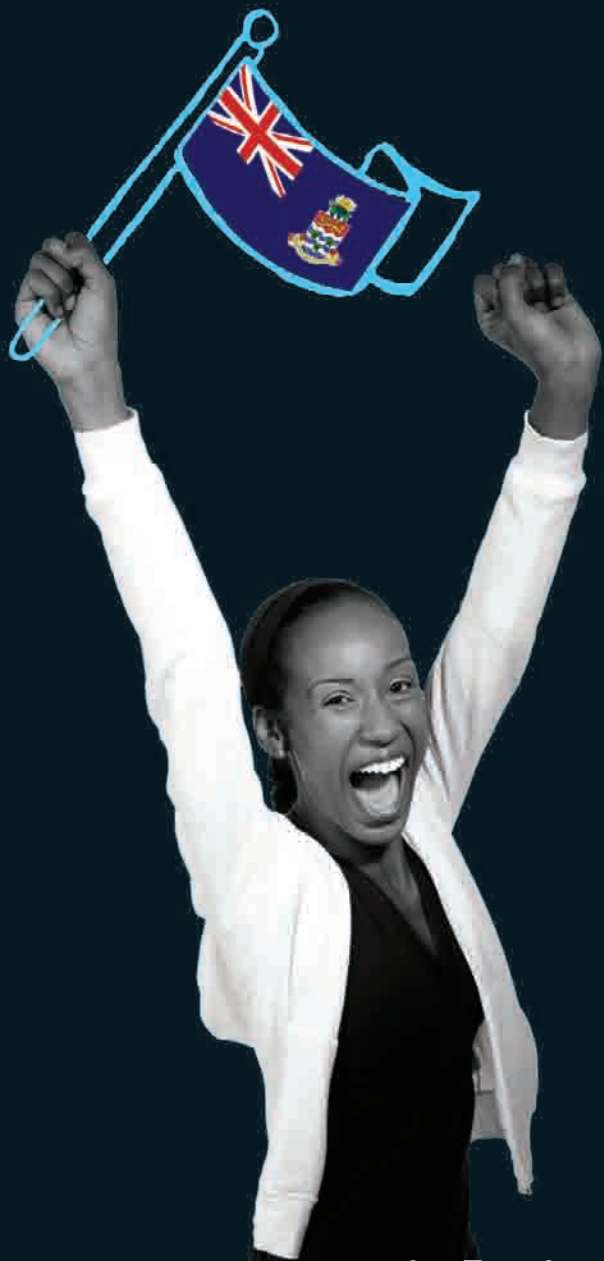
**Digicel (Cayman) Limited**

Victor Corcoran  
Chief Executive Officer

**Directors:** Denis O'Brien (Chairman), Michael Albergga, Leslie Buckley, Conor O'Dea

Landline | Internet | Mobile | Entertainment

LIME



# Rep your Flag!

Prepaid just got Better!

**New**

Get AllTalk 7 Day Plan and Bolt-On any of the value options:

<b>AllTalk 7 Day</b>	<b>1500</b>	Caribbean* minutes for just <b>CI\$15</b> per week!	Text <b>AT7</b> to 4255
<b>Unlimited Text Bolt-On</b>	<b>Unlimited</b>	Texts for just <b>CI\$15</b> per week!	Text <b>UT</b> to 4255

**More Talk! More Text! More Value!**

To sign-up, top up your phone and text the short code to 4255 or visit a LIME retail store.



LIME Terms & Conditions apply. Promotion runs until January 31st, 2010. Offer available to new and existing prepaid AllTalk customers only. Prepaid offers expire 7 days after activation. \*Plan includes LIME to LIME calls to all LIME Caribbean islands. See in-store and [www.time4lime.com](http://www.time4lime.com) for details.