



**Digicel**

January 27, 2015

Mr. Bill McCabe  
The Chief Executive Officer  
Cable and Wireless (Cayman Islands) Ltd  
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Cayman Islands

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Dear Mr. McCabe:

**Re: LIME'S Misleading statements regarding their 4G LTE service.**

Digicel hereby gives you notice pursuant to the Information and Communications Technology Authority (Dispute Resolution) Regulations, 2003 that it is challenging LIME's current 4G LTE Advertising Campaign (the "Advertising Campaign").

In the Advertising Campaign there is clear and flagrant disregard for any sense of accuracy regarding LIME's 4G LTE coverage. The Advertising Campaign describes LIME as having 100% 4G LTE Coverage which is false and misleading, LIME's actual coverage does not span the length and breadth of the Cayman Islands and any assertion otherwise is patently inaccurate.

LIME have effectively launched a comprehensive marketing campaign to mislead the public in relation to the coverage of their 4G LTE network. Enclosed are examples of press ads, website information, store branding and public displays issued and erected by LIME containing this inaccurate and misleading information.

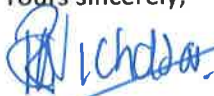
Digicel therefore requests that the following action be immediately taken by LIME to remedy the issue at hand:

1. LIME ceases all misleading advertising in relation to its 4G LTE coverage;
2. LIME removes all misleading information in relation to its 4G LTE coverage from its website;
3. LIME rebrands or removes all branding which displays misleading information in relation to its 4G LTE coverage from its retail stores and any other spaces containing misleading 4G LTE branding;
4. LIME dismantles or replaces all public displays containing misleading information in relation to its 4G LTE coverage;
5. LIME publishes a retraction in the Caymanian Compass of at least equal prominence and frequency to its misleading advertising to date.

We look forward to hearing from you within five (5) business days with your proposal as to how the situation will be remedied within the requisite thirty (30) days, failing which Digicel will be submitting a determination request to the ICTA.

We trust that you will give this matter the necessary attention and action.

Yours sincerely,



**Raul Nicholson-Coe**  
**COO – Digicel (Cayman Islands) Limited**

