

**LIME. For Living. Everyday.**



www.time4lime.com

One Technology Square  
19 Shedden Road  
P.O. Box 293  
Grand Cayman  
KY1 1104  
Cayman Islands, B.W.I.

P: +1 345 949 7800  
F: +1 345 949 7646

5<sup>th</sup> September 2011

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

Dear Mr. Archbold,

**Re: Complaint against LIME's "4G" advertisement**

We note the complaint by Digicel dated August 19, 2011 and regret our delayed response to you.

It is indisputable that the issue of ITU definitions of what exactly constitutes 4G have been a subject of debate within the industry for some time. In fact, LIME had brought an action against Digicel in another Caribbean jurisdiction for falsely advertising its WiMax service as 4G before the ITU had recognized it as such.

Notwithstanding, LIME does not think it serves anyone's interests to enter into a prolonged dispute in respect of the timing of having the first 4G network in Cayman or anywhere else in the Caribbean. What we are certain of, is that we have the first 4G mobile network in Cayman and the LIME Caribbean. This is admittedly more clearly stated in some advertisements than others.

We have no difficulty in replacing any ads with those which more clearly state that we have the "first 4G mobile network in the LIME Caribbean" and we will direct our energies at highlighting the speeds and benefits of our service.

**We sincerely trust this will put an end to this matter as we look forward to providing world class 4G mobile services to our valued Caymanian customers.**

**Please contact me should you have any questions.**

**Yours faithfully,  
Cable & Wireless (Cayman Islands) Ltd**

**'Signed'**

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**Anthony Ritch  
General Manager**