

BRANDENBURG TELECOM LLC

200 Telco Drive
PO Box 599
Brandenburg, KY 40108
270-422-2121

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JAN 25 2013
PUBLIC SERVICE
COMMISSION

January 23, 2013

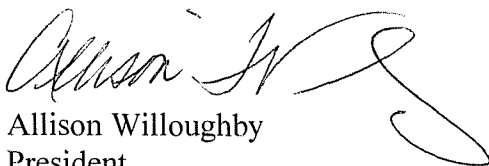
Mr. Jeff Derouen, Executive Director
Kentucky Public Service Commission
P. O. Box 615
Frankfort, KY 40602-0615

RE: PSC Administrative Case No. 2012-00129

Please find enclosed the original and four (4) copies of Brandenburg Telecom LLC's response to the Commission's December 17, 2012 Order requesting proposed customer education plans in the above administrative proceeding to overlay the 270 NPA with the new 364 NPA.

Should you have any questions on this issue, please don't hesitate to contact me or Kelly Roberts of my staff.

Sincerely,



Allison Willoughby
President

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

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COMMISSION

In the Matter of:

RELIEF OF THE 270) PSC ADMINISTRATIVE
NUMBERING PLAN AREA) CASE NO. 2012-00129

BRANDENBURG TELECOM LLC'S PROPOSED
CONSUMER EDUCATION OF THE NEW 364 AREA CODE OVERLAY
IN THE COMMISSION'S ORDER DATED DECEMBER 17, 2012

Consumer Education:

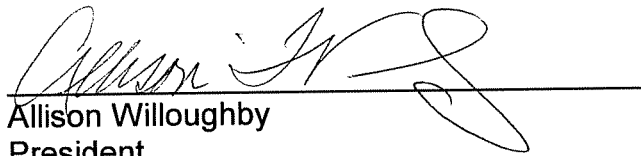
Brandenburg Telecom LLC customers should get significant exposure to the larger LECs' regional and statewide advertisements on the new 364 area code overlay plan. To supplement these statewide consumer education programs, Brandenburg Telecom LLC's proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our web site, and public service announcements using local media. These informational campaigns will provide customers with information concerning the imminent change in dialing arrangements for the existing and new area code region as well as information relating to the overlay plan and its impact on customers. In addition, customers with key or PBX systems will be notified directly should it be determined that the overlay will impact their service.

The initial campaign will begin simultaneously with the implementation of the six-month permissive 10 digit dialing on August 3, 2013 and the final campaign will begin approximately one month prior to the implementation of mandatory 10-digit dialing on

February 1, 2014.

The customer education plan as outlined above will be adjusted as needed based on assessment of the effectiveness of its customer outreach during the transition period.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Allison Willoughby", is written over a horizontal line. The signature is stylized and cursive.

Allison Willoughby
President
Brandenburg Telecom LLC
P.O. Box 599
Brandenburg, KY 40108