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July 13, 2005
Via Overnight

Honorable Dennis G. Howard II
Assistant Attorney General
Office of the Attorney General
Utility & Rate Intervention Division
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601-8204

**RE: Administrative Case No. 2005-00186
Response by BullsEye Telecom, Inc.**

RECEIVED

JUL 14 2005

PUBLIC SERVICE
COMMISSION

Dear Mr. Howard:

Enclosed for filing are the original and four (4) copies of the response, filed by BullsEye Telecom, Inc., to the information request in the above mentioned Case.

Please date-stamp and return to me the additional copy of this cover letter in the enclosed self-addressed stamped envelope which has been provided for this purpose.

Any questions regarding this filing may be directed to me at 407-740-8575 or via email at mbyrnes@tminc.com. Thank you for your assistance.

Sincerely,

Monique Byrnes
Consultant to BullsEye Telecom, Inc.

cc: B. O'Donnell, KY Commission Executive Director
P. West - BullsEye
file: BullsEye -- KY Local
tms: kyfm0505 DR2

In the Matter of:

AN INQUIRY INTO LIMITATIONS)	
OF USE FOR TARIFFED SERVICES)	ADMINISTRATIVE
DESIGNATED OR OTHERWISE)	CASE NO. 2005-00186
REFERRED TO AS UNLIMITED)	

Kentucky Attorney General Data Request

Response by BullsEye Telecom, Inc.

1. Please provide copies of all advertisements, regardless of medium, solicitations, and explanations provided to the public to introduce, explain and/or market any plan labeled or otherwise described as "unlimited." In the event that the medium used is audio or video in nature, a transcript of same is deemed sufficient.

There is no advertisement of the company's "unlimited" service - PowerSaver Unlimited either in print or on the company's website. There is a telemarketing script which explains the product, and is attached.

2. Please provide a copy of any and all contracts signed by customers who have participated or are participating in a plan labeled or otherwise described as "unlimited." This request seeks only a copy of the blank contract(s), not the executed contract for every customer.

See attached.



Kentucky – Voice Order Form 3 – Year Term

BTN: _____ - _____ - _____
 Company Name: _____

Business Name _____

Legal Name of Business _____

Billing Address _____

City _____ State _____ Zip Code _____

Primary Contact Name _____ E-mail Address _____

Primary Contact Telephone Number _____ (can not be a toll free number)
 Primary Contact Fax Number _____

Local Service: Select One

New Accounts (Assumption "As Is" or "As Specified")

Migrate Account As Is (\$50.00 Account Initiation Fee)
(List migrating WTNs below) - per BTN

Migrate Account As Specified - per BTN
 (\$50.00 Initiation Fee + Any additional Line NRCs)
(Fill out attachment A for features on each WTN)

New Customer/New Service (Requiring New Numbers)

New Service & Lines at New Location for a New Customer.
 You must complete **attachment C** – Initial Service Install
 Form (\$50.00 Account Initiation Fee) - \$53 per line Installed.

Existing Accounts/New Service

New Service (On Existing Customer Accounts*) - \$53 per line
(Fill out order form & attachments for New Lines features)
BTN of existing account: (_____) _____ *

New Lines/Service at Existing Location?

New Lines/Services at New Location?

***IMPORTANT** – For existing BET accounts, the Address
 and contact information above must
 reflect the address for the new location.

Basic White and Yellow Pages Listing info will be established for each BTN:

Name to appear on listing: _____

Yellow Pages Category Heading: _____

Local*	IntraLATA & Long Distance*	
<p><u>Local Service</u></p> <p><input type="checkbox"/> Bands 1-3 Unlimited Local Line = \$30.52** ea.</p> <p><input type="checkbox"/> Bands 4-5 Unlimited Local Line = \$28.69** ea. Local Usage = Unlimited</p>	<p><u>IntraLATA Toll</u></p> <p><input type="checkbox"/> Standard Rate = \$ 0.049/min.</p> <p>Usage = Direct Dial Outbound, Inbound In-State intraLATA Toll.</p>	<p><u>Long Distance</u></p> <p><input type="checkbox"/> Standard Instate = \$ 0.049/min.</p> <p><input type="checkbox"/> Standard State-State = \$ 0.059/min.</p> <p>Usage = Direct Dial Outbound, Inbound In-State and State-to-State.</p>
<p><u>PowerSaver Unlimited Toll & LD*</u> (Unlimited Usage = Direct Dial Outbound, Inbound In-State and State-to-State)</p> <p><input type="checkbox"/> Per Line = \$ 13.24</p> <p><input type="checkbox"/> Toll Free = \$ 0.075/min.</p>		
<p><u>PowerChoice Call Management Features</u> (Unlimited number of compatible calling features)</p> <p><input type="checkbox"/> 1-3 Lines = \$ 9.92</p> <p><input type="checkbox"/> 4-6 Lines = \$ 5.85</p> <p><input type="checkbox"/> 7 or more Lines = \$ 3.88</p>		

* NOTE: BullsEye Telecom line and usage rates do not include Local, State and Federal taxes and surcharges (EUCL, PICC, E911, USF, LNP). These charges are in addition to line and usage rates form and are the same charges that other carriers charge.

BTN: _____ - _____ - _____
 Company Name: _____

Migrating Phone Numbers for Local Service (list ONLY one BTN per order and include all WTNs)

Billing Telephone Number (BTN) = (____) - _____ - _____ Number of WTNs on Account _____

IMPORTANT: List all Migrating 10-digit Working Telephone Numbers (WTNs) that are associated with the BTN listed above

Example = 248-347-4756				

Non-Validated Account Codes: Yes No
 (available only on lines with BullsEye Telecom long distance)

MRC: Waived

Vanity Number(s): Yes* No

* If the requested vanity number(s) are toll-free, please fill out the "Toll-Free/8XX Service" section below.

Please list the vanity description you are requesting:

Example: A C E - B A N K

\$5.00 NRC per number
 \$1.50 MRC per number
 (standard usage charges apply)

How Many Local Vanity #s: _____ How Many Toll-Free Vanity #s: _____

- | | |
|--------------------------|--------------------------|
| 1) (X X X) _____ - _____ | 1) (8 X X) _____ - _____ |
| 2) (X X X) _____ - _____ | 2) (8 X X) _____ - _____ |
| 3) (X X X) _____ - _____ | 3) (8 X X) _____ - _____ |

Note: reference each vanity number for "as specified" features on attachment A. If you require additional space for this request, please use the notes field on page 3 of this form.

Toll-Free/8XX Services: Yes* No

*Please fill out Attachment "B" if bringing over existing Toll-Free number

\$2.00 MRC per Toll Free Number
 Usage - per LD plan indicated on order.

Calling Cards: Yes No

Domestic: \$.19/minute
 One Time Set-Up Fee: \$1/Card

Voice Mail Services*	ShortStop* - Line Maintenance Agreement
Do you want Voice Mail to be added/remain on your line? <input type="checkbox"/> Yes* <input type="checkbox"/> No Do you want stutter dial-tone (message waiting indicator) if available in your area? <input type="checkbox"/> Yes* <input type="checkbox"/> No GO TO ATTACHMENT D* TO CHOOSE APPROPRIATE VOICE MAIL PACKAGES	<input type="checkbox"/> Add/Retain ShortStop Line Maintenance Agreement MRC = \$5.00 per line* <input type="checkbox"/> Delete/Remove (Don't Assume on order) Covers diagnosis and repair of wiring within a customers premise, between the local service provider's demarcation and the customers wall jack(s) or common equipment. * NOTE: Attachment A must be filled out, signed and submitted, noting which lines this service is to be provisioned on.

BTN: _____ - _____ - _____
 Company Name: _____

Summary:	Description:	Charge:
Monthly Charges (MRC):	_____	_____
	_____	_____
	_____	_____
	_____	_____
	Total MRCs:	<input type="text"/>
Non-Recurring Charges (NRC):	_____	_____
	_____	_____
	_____	_____
	_____	_____
	Total NRCs:	<input type="text"/>
Other:	_____	_____
	_____	_____
	_____	_____
	_____	_____

NOTE: BullsEye Telecom line and usage rates do not include Local, State and Federal taxes and surcharges (EUCL, PICC, E911, USF, LNP). These charges are in addition to line and usage rates form and are the same charges that other carriers charge.

Notes:

By signing this order, whether by facsimile, electronically or otherwise (including entering your acceptance code in the frame below), you are accepting this order and are agreeing to the Terms and Conditions (T&Cs) located at www.bullseyetelecom.com, which are incorporated herein by reference. Please read that document. The Agreement as defined in the Terms and Conditions defines your and our rights concerning service, restrictions, support, payment obligations, termination penalties and other important topics. Additional information concerning BullsEye Telecom's products and services are on file with the regulatory commission in your state. Such products and services are in compliance with all state regulations applicable thereto. In addition, your signature authorizes BullsEye Telecom to obtain customer service records, billing information and other network information for the Billing Telephone Number(s) listed above and to act as your agent to order, change and/or manage telecommunications services on your behalf, as outlined in this Agreement. This will include but is not limited to the Local Exchange Service. Your signature authorizes BullsEye Telecom to obtain and/or verify information concerning credit status which includes but is not limited to reviews by credit bureaus and other third parties. BullsEye Telecom reserves the right to require a deposit based on the acceptable level of credit-worthiness, as defined by BullsEye Telecom. Assumption of any existing contracts with your current local provider is subject to review by BullsEye Telecom and assumable on a case-by-case basis as determined by BullsEye Telecom in its sole discretion. If a valid contract exists between Customer and another Local Exchange Carrier that expires in six months or less, this Agreement will become effective upon the expiration date of that contract, and BullsEye Telecom will provision your order as indicated upon that contract's expiration. In switching your local telephone service, you understand once this process is complete BullsEye Telecom will be your new local telephone service provider and there may be an account charge, not to exceed the amount specified in this Agreement. Unless otherwise specified, your acceptance of this order authorizes BullsEye Telecom to assume lines and services on your lines 'As is', which means BullsEye Telecom will provide the same services, as indicated by your Customer Services Records (CSRs) at or below your current carrier's tariff rates for those services. If BullsEye Telecom discovers in the course of examining your Customer Service Records (CSRs) and/or other service records as authorized by the Letter of Authorization (LOA) that your phone services are under contract with the Local Exchange Carrier (LEC) and/or configured in such a way that BullsEye Telecom can not provide services as specified in this Agreement, BullsEye Telecom reserves the right to terminate this Agreement without liability to BullsEye Telecom. Your acceptance of this order constitutes a representation that you are authorized to act on behalf of the Customer identified in this order and that you agree to pay the charges as described herein. This authorization will remain in effect until you otherwise notify BullsEye Telecom in writing.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

Sales Representative Name: _____ Phone Number: _____

BTN: _____
Company Name: _____

Attachment A – For “As Specified” Orders ONLY
(This form must accompany a service order)

Phone Numbers to activate for Voice Services:

NOTE:

- All lines are for local telephone services only
- BullsEye Telecom blocks all 900/976 calling
- Features are subject to availability from the serving LEC central office

10-digit Billing Telephone Number (BTN)*(_____) _____

10-Digit Telephone Numbers (BTN and WTNs) to activate under this BTN:

Y = Yes, leave feature on or add feature N = No, leave feature off or disconnect feature

BTNs & WTNs 10-digits	New Line (as specified)	Retain Current Configuration (For “As Is” Orders Only)	Local Calling Access Only	Int'l Call Blocking	Auto Call Back	Caller ID Number Only	Caller ID Name and Number	Call Screening	Multi- Ring 1 st	Multi- Ring 2 nd	Repeat Dialing	Speed Dial 30 Numbers	Voice Mail B = Basic B2 P = Plus P3 or P6	Call Waiting	Short Stop	Call Forward Remote Access	Call Forward Busy Line	Call Forward No Answer (include # of rings before forwarding)	10 digit Number to Forward to for Call Forward No Answer and/or Call Forward Busy Line (if applicable)	OTHER (fill in)	
Example: 317-555-1258		Y	N	Y	Y	N	N	N	N	N	N	N	B	N	N	Y	Y	Y 5	317-555-1000		
BTN* _____																					
List 10 digit WTNs below:																					

By signing this order form worksheet you authorize BullsEye Telecom to make service changes (additions and/or deletions), to the BTNs and WTNs indicated. If BullsEye Telecom determines they cannot provide services as specified in this Agreement; BullsEye Telecom reserves the right to terminate this agreement.

Customer Signature: _____ Date: _____

BTN: _____ - _____ - _____ Company Name: _____

**Attachment C –Initial Service Establishment
For New Customers**
(This form must accompany a service order)

**BullsEye Telecom
New Service Installation Form**

This form authorizes BullsEye Telecom to establish service(s) at the location(s) indicated on this order, if they are a new customer at a location that does not currently have telecommunications services established at the indicated location(s) (i.e. they don't have voice telephone service with Ameritech or any other local voice service provider at this location).

Following are necessary questions that allow BullsEye Telecom to more effectively process this customer order.

1. Contact Information

Business Name: _____
(If different than the "Bill To" address provided on the front page of this order form)

Legal Name of Business _____

Address: _____

City: _____ State: _____ Zip: _____


Primary Contact Name: _____, Email: _____

Primary Contact Number: _____, Fax: _____

2. Location of demarcation point (DEMARC) – phone room/closet

Please provide a brief yet detailed description of the location or demarcation point that the customer new phone service will be established. If necessary also provide a diagram in the space provided*.

If necessary, provide a diagram of the DEMARC location.



Attachment C - Continued

BTN: _____ - _____ - _____ Company Name: _____ _____
--

3. Lines and Features – Complete Attachment A – “As Specified”

Since this is new service, it is necessary that attachment A be completely filled out for each line the customer is ordering at this location.

Note: If ordering “Call Forward Busy” and/or “Call Forward No Answer”, provide number to forward to or state “To Voice Mail” (VM), if voice mail is ordered on the same line as the call forward feature.

4. Hunting

YES * NO

* If yes, please provide the type of hunting and the associated sequence this hunt group is to work (reference attachment A for line number, i.e. line 1, line 2, line 3, etc.).

Lead Line: _____

Slave Line Sequence: Circular Hunt Linear Hunt

Line:	Line:	Line:
Line:	Line:	Line:
Line:	Line:	Line:

Important: New numbers are not guaranteed to be available until service is activated. If the address this new service is requested for is new construction, there may be additional installation interval requirements to install cable and/or qualify address.

Note: The customer is responsible for all inside wiring needed to connect their CPE equipment to the installed line(s).

Attachment D – VOICE MAIL SERVICES
 (This form must accompany a service order if customer chooses voice mail services on their line)

BTN: _____ - _____ - _____ Company Name: _____ _____
--

VOICE MAIL OPTION B: WITHOUT STUTTER DIAL TONE

Stutter dial tone is **not available** with any of the voice mail packages listed below:

<table> <tr> <td><input type="checkbox"/> <u>Voice Mail Basic I</u></td> <td>MRC: \$6.00 NRC: \$10.00</td> </tr> <tr> <td><input type="checkbox"/> <u>Voice Mail Basic II</u></td> <td>MRC: \$12.00 NRC: \$10.00</td> </tr> <tr> <td><input type="checkbox"/> <u>Voice Mail Essentials I</u> 1Main + Four (4) mailboxes Voice Mail Basic features</td> <td>MRC: \$15.00 NRC: \$10.00</td> </tr> <tr> <td><input type="checkbox"/> <u>Voice Mail Essentials II</u> 1 Main + Nine (9) mailboxes Voice Mail Basic II features</td> <td>MRC: \$ 60.00 NRC: \$10.00</td> </tr> </table>	<input type="checkbox"/> <u>Voice Mail Basic I</u>	MRC: \$6.00 NRC: \$10.00	<input type="checkbox"/> <u>Voice Mail Basic II</u>	MRC: \$12.00 NRC: \$10.00	<input type="checkbox"/> <u>Voice Mail Essentials I</u> 1Main + Four (4) mailboxes Voice Mail Basic features	MRC: \$15.00 NRC: \$10.00	<input type="checkbox"/> <u>Voice Mail Essentials II</u> 1 Main + Nine (9) mailboxes Voice Mail Basic II features	MRC: \$ 60.00 NRC: \$10.00	<p><u>Voice Mail Add-On Options</u></p> <table> <tr> <td><input type="checkbox"/> Voice Mail to E-mail</td> <td>MRC: \$4.00</td> </tr> <tr> <td><input type="checkbox"/> Pager Notification up to 200 Each page over 200</td> <td>MRC: \$4.00 \$.15 each</td> </tr> <tr> <td><input type="checkbox"/> Hunt Group</td> <td>MRC: \$1.00/per number</td> </tr> <tr> <td><input type="checkbox"/> BullsEye Assistant</td> <td>MRC: TBD</td> </tr> </table>	<input type="checkbox"/> Voice Mail to E-mail	MRC: \$4.00	<input type="checkbox"/> Pager Notification up to 200 Each page over 200	MRC: \$4.00 \$.15 each	<input type="checkbox"/> Hunt Group	MRC: \$1.00/per number	<input type="checkbox"/> BullsEye Assistant	MRC: TBD
<input type="checkbox"/> <u>Voice Mail Basic I</u>	MRC: \$6.00 NRC: \$10.00																
<input type="checkbox"/> <u>Voice Mail Basic II</u>	MRC: \$12.00 NRC: \$10.00																
<input type="checkbox"/> <u>Voice Mail Essentials I</u> 1Main + Four (4) mailboxes Voice Mail Basic features	MRC: \$15.00 NRC: \$10.00																
<input type="checkbox"/> <u>Voice Mail Essentials II</u> 1 Main + Nine (9) mailboxes Voice Mail Basic II features	MRC: \$ 60.00 NRC: \$10.00																
<input type="checkbox"/> Voice Mail to E-mail	MRC: \$4.00																
<input type="checkbox"/> Pager Notification up to 200 Each page over 200	MRC: \$4.00 \$.15 each																
<input type="checkbox"/> Hunt Group	MRC: \$1.00/per number																
<input type="checkbox"/> BullsEye Assistant	MRC: TBD																

Notes: _____



Kentucky – Voice Order Form 1 – Year Term

BTN: _____ - _____ - _____
 Company Name: _____

Business Name _____

Legal Name of Business _____

Billing Address _____

City _____ State _____ Zip Code _____

Primary Contact Name _____ E-mail Address _____

Primary Contact Telephone Number _____ (can not be a toll free number)
 Primary Contact Fax Number _____

Local Service: Select One

New Accounts (Assumption "As Is" or "As Specified")

- Migrate Account As Is (\$50.00 Account Initiation Fee)
(List migrating WTNs below) - per BTN

- Migrate Account As Specified - per BTN
(\$50.00 Initiation Fee + Any additional Line NRCs)
(Fill out attachment A for features on each WTN)

New Customer/New Service (Requiring New Numbers)

- New Service & Lines at New Location for a New Customer.
You must complete **attachment C** – Initial Service Install Form (\$50.00 Account Initiation Fee) - \$53 per line Installed.

Existing Accounts/New Service

- New Service (On Existing Customer Accounts*) - \$53 per line
(Fill out order form & attachments for New Lines features)
BTN of existing account: (_____) _____ *

- New Lines/Service at Existing Location?
- New Lines/Services at New Location?

*IMPORTANT – For existing BET accounts, the Address and contact information above must reflect the address for the new location.

Basic White and Yellow Pages Listing info will be established for each BTN:

Name to appear on listing: _____

Yellow Pages Category Heading: _____

Local*	IntraLATA & Long Distance*	
<p><u>Local Service</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Bands 1-3 Unlimited Local Line = \$32.31** ea. <input type="checkbox"/> Bands 4-5 Unlimited Local Line = \$30.38** ea. Local Usage = Unlimited 	<p><u>IntraLATA Toll</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Standard Rate = \$ 0.059/min. <p>Usage = Direct Dial Outbound, Inbound In-State intraLATA Toll.</p>	<p><u>Long Distance</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Standard Instate = \$ 0.059/min. <input type="checkbox"/> Standard State-State = \$ 0.069/min. <p>Usage = Direct Dial Outbound, Inbound In-State and State-to-State.</p>
<p><u>PowerSaver Unlimited Toll & LD*</u> (Unlimited Usage = Direct Dial Outbound, Inbound In-State and State-to-State)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Per Line = \$ 15.84 <input type="checkbox"/> Toll Free = \$ 0.08/min. 		
<p><u>Call Management Features</u> (Unlimited number of compatible calling features)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1-3 Lines = \$ 12.25 <input type="checkbox"/> 4-6 Lines = \$ 7.50 <input type="checkbox"/> 7 or more Lines = \$ 4.39 		

*NOTE: BullsEye Telecom line and usage rates do not include Local, State and Federal taxes and surcharges (EUCL, PICC, E911, USF, LNP). These charges are in addition to line and usage rates form and are the same charges that other carriers charge.

BTN: _____ - _____ - _____
 Company Name: _____

Migrating Phone Numbers for Local Service (list ONLY one BTN per order and include all WTNs)

Billing Telephone Number (BTN) = (____) - _____ - _____ Number of WTNs on Account _____

IMPORTANT: List all Migrating 10-digit Working Telephone Numbers (WTNs) that are associated with the BTN listed above

Example = 248-347-4756				

Non-Validated Account Codes: Yes No
 (available only on lines with BullsEye Telecom long distance)

MRC: Waived

Vanity Number(s): Yes* No

* If the requested vanity number(s) are toll-free, please fill out the "Toll-Free/8XX Service" section below.

\$5.00 NRC per number
 \$1.50 MRC per number
 (standard usage charges apply)

Please list the vanity description you are requesting:

Example: A C E - B A N K

How Many Local Vanity #s: _____ How Many Toll-Free Vanity #s: _____

- | | |
|--------------------------|--------------------------|
| 1) (X X X) _____ - _____ | 1) (8 X X) _____ - _____ |
| 2) (X X X) _____ - _____ | 2) (8 X X) _____ - _____ |
| 3) (X X X) _____ - _____ | 3) (8 X X) _____ - _____ |

Note: reference each vanity number for "as specified" features on attachment A. If you require additional space for this request, please use the notes field on page 3 of this form.

Toll-Free/8XX Services: Yes* No

*Please fill out Attachment "B" if bringing over existing Toll-Free number

\$2.00 MRC per Toll Free Number
 Usage – per LD plan indicated on order.

Calling Cards: Yes No

Domestic: \$.19/minute
 One Time Set-Up Fee: \$1/Card

Voice Mail Services*	ShortStop* - Line Maintenance Agreement
Do you want Voice Mail to be added/remain on your line? <input type="checkbox"/> Yes* <input type="checkbox"/> No	<input type="checkbox"/> Add/Retain ShortStop Line Maintenance Agreement MRC = \$5.00 per line*
Do you want stutter dial-tone (message waiting indicator) if available in your area? <input type="checkbox"/> Yes* <input type="checkbox"/> No	<input type="checkbox"/> Delete/Remove (Don't Assume on order)
GO TO ATTACHMENT D* TO CHOOSE APPROPRIATE VOICE MAIL PACKAGES	Covers diagnosis and repair of wiring within a customers premise, between the local service provider's demarcation and the customers wall jack(s) or common equipment. <small>* NOTE: Attachment A must be filled out, signed and submitted, noting which lines this service is to be provisioned on.</small>

BTN: _____ - _____ - _____
 Company Name: _____

Summary:	Description:	Charge:
Monthly Charges (MRC):	_____	_____
	_____	_____
	_____	_____
	_____	_____
	Total MRCs:	<input style="width: 100px;" type="text"/>
Non-Recurring Charges (NRC):	_____	_____
	_____	_____
	_____	_____
	_____	_____
	Total NRCs:	<input style="width: 100px;" type="text"/>
Other:	_____	_____
	_____	_____
	_____	_____
	_____	_____

NOTE: BullsEye Telecom line and usage rates do not include Local, State and Federal taxes and surcharges (EUCL, PICC, E911, USF, LNP). These charges are in addition to line and usage rates form and are the same charges that other carriers charge.

Notes:

By signing this order, whether by facsimile, electronically or otherwise (including entering your acceptance code in the frame below), you are accepting this order and are agreeing to the Terms and Conditions (T&Cs) located at www.bullseyetelecom.com, which are incorporated herein by reference. Please read that document. The Agreement as defined in the Terms and Conditions defines your and our rights concerning service, restrictions, support, payment obligations, termination penalties and other important topics. Additional information concerning BullsEye Telecom's products and services are on file with the regulatory commission in your state. Such products and services are in compliance with all state regulations applicable thereto. In addition, your signature authorizes BullsEye Telecom to obtain customer service records, billing information and other network information for the Billing Telephone Number(s) listed above and to act as your agent to order, change and/or manage telecommunications services on your behalf, as outlined in this Agreement. This will include but is not limited to the Local Exchange Service. Your signature authorizes BullsEye Telecom to obtain and/or verify information concerning credit status which includes but is not limited to reviews by credit bureaus and other third parties. BullsEye Telecom reserves the right to require a deposit based on the acceptable level of credit-worthiness, as defined by BullsEye Telecom. Assumption of any existing contracts with your current local provider is subject to review by BullsEye Telecom and assumable on a case-by-case basis as determined by BullsEye Telecom in its sole discretion. If a valid contract exists between Customer and another Local Exchange Carrier that expires in six months or less, this Agreement will become effective upon the expiration date of that contract, and BullsEye Telecom will provision your order as indicated upon that contract's expiration. In switching your local telephone service, you understand once this process is complete BullsEye Telecom will be your new local telephone service provider and there may be an account charge, not to exceed the amount specified in this Agreement. Unless otherwise specified, your acceptance of this order authorizes BullsEye Telecom to assume lines and services on your lines 'As is', which means BullsEye Telecom will provide the same services, as indicated by your Customer Services Records (CSRs) at or below your current carrier's tariff rates for those services. If BullsEye Telecom discovers in the course of examining your Customer Service Records (CSRs) and/or other service records as authorized by the Letter of Authorization (LOA) that your phone services are under contract with the Local Exchange Carrier (LEC) and/or configured in such a way that BullsEye Telecom can not provide services as specified in this Agreement, BullsEye Telecom reserves the right to terminate this Agreement without liability to BullsEye Telecom. Your acceptance of this order constitutes a representation that you are authorized to act on behalf of the Customer identified in this order and that you agree to pay the charges as described herein. This authorization will remain in effect until you otherwise notify BullsEye Telecom in writing.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

Sales Representative Name: _____ Phone Number: _____

**Attachment C –Initial Service Establishment
For New Customers**
(This form must accompany a service order)

BTN: _____ - _____ - _____ Company Name: _____

**BullsEye Telecom
New Service Installation Form**

This form authorizes BullsEye Telecom to establish service(s) at the location(s) indicated on this order, if they are a new customer at a location that does not currently have telecommunications services established at the indicated location(s) (i.e. they don't have voice telephone service with Ameritech or any other local voice service provider at this location).

Following are necessary questions that allow BullsEye Telecom to more effectively process this customer order.

1. Contact Information

Business Name: _____
(If different than the "Bill To" address provided on the front page of this order form)

Legal Name of Business _____

Address: _____

City: _____ State: _____ Zip: _____


Primary Contact Name: _____, Email: _____

Primary Contact Number: _____, Fax: _____

2. Location of demarcation point (DEMARC) – phone room/closet

Please provide a brief yet detailed description of the location or demarcation point that the customer new phone service will be established. If necessary also provide a diagram in the space provided*.

If necessary, provide a diagram of the DEMARC location.



Attachment C - Continued

BTN: ____ - ____ - ____ Company Name: _____ _____

3. Lines and Features – Complete Attachment A – “As Specified”

Since this is new service, it is necessary that attachment A be completely filled out for each line the customer is ordering at this location.

Note: If ordering “Call Forward Busy” and/or “Call Forward No Answer”, provide number to forward to or state “To Voice Mail” (VM), if voice mail is ordered on the same line as the call forward feature.

4. Hunting

YES * NO

* If yes, please provide the type of hunting and the associated sequence this hunt group is to work (reference attachment A for line number, i.e. *line 1, line 2, line 3, etc.*).

Lead Line: _____

Slave Line Sequence: Circular Hunt Linear Hunt

Line:	Line:	Line:
Line:	Line:	Line:
Line:	Line:	Line:

Important: New numbers are not guaranteed to be available until service is activated. If the address this new service is requested for is new construction, there may be additional installation interval requirements to install cable and/or qualify address.

Note: The customer is responsible for all inside wiring needed to connect their CPE equipment to the installed line(s).

BullsEye Telecom—KY Power Saver (Month to Month)
OUTBOUND TELEMARKETING
VENDOR SCRIPT

STANDARD OPENING

Good MORNING/AFTERNOON, I need to speak with FIRST AND LAST NAME, is that you?

IF NO CONTACT NAME: I need to speak with the person in charge of the local phone service, is that you?

IF AVAILABLE, **GO TO INTRODUCTION**

IF UNAVAILABLE:

Is there someone else available who has permission to make decisions regarding changing the local phone account?

IF YES, **GO TO INTRODUCTION**

IF NO:

That's fine. When would be the best time to reach MR./MS. LAST NAME?
(SET CALL BACK)

Thank you very much! Goodbye.

INTRODUCTION (Decision Maker Confirmed)

Mr./Ms. LAST NAME, this is FULL NAME calling from BullsEye Telecom. I want to show you how we can save you 10-20% on your local phone bill. And the great news is that we can offer these significant savings each month off your business rates, without making changes to your actual service. Let me ask.....

Is Bell South still your current provider?

IF YES: continue with scripting

IF NO: I'm sorry at this time we can not switch your lines over to BullsEye. Thank you for your time and have a nice day/evening. (Code "No longer with ILEC")

If Bell South:

Unlimited Service

Great! With BullsEye Telecom's Unlimited Local calling plan, for only \$XX.XX (You need to program this to populate based on the npa/nxx access area list. Rate will be either \$30.52 [access areas 2-3] or \$28.69 [access areas 4-5]) per line, you receive unlimited local calls on each of your phone lines every month. Regardless of how many calls you make or how long those calls last, you still pay the same low rate! Plus if you have any call management features, such as call waiting or call forwarding, you will see similar savings of 10-20% on these as well.

You'll be on the exact same reliable network you're on today but paying a much lower rate! And these great rates are available to you without a long term contract! We are so confident that you will be

satisfied with our service that we will also waive the normal \$50.00 activation fee provided you stay with BullsEye for a minimum of 30 days from account activation. Which means these savings cost you absolutely nothing. So let's go ahead and get your savings started, OK?

IF YES:

Great, let's move forward.

To confirm what I've just told you so there is no confusion, as a BullsEye customer:

- You will have the security of remaining on Bell South lines but we take care of all your customer service needs for you.
- You will keep the same phone numbers with no interruption of service.
- The only difference you will see will be the 10-20% savings that will come on your BullsEye Telecom invoice.
- Of course the rates mentioned above do not include local, state, and federal taxes and surcharges. But these are the same charges that your current carrier charges. (MANDATORY)
- There is absolutely no charge for converting your lines.

How many local phone lines do you have? _____(capture info)

And these business lines are listed in the yellow pages of your phone directory, correct?

IF YES, continue

IF NO, I'm sorry. At this time we cannot handle residential lines.

GO TO SALES FOLLOW THROUGH

IF NO, HANDLE OBJECTIONS (AFTER GIVING REBUTTALS/DEFINITE NO, GIVE COURTESY CLOSE):

Thank you, PROSPECT NAME. If your needs should ever change, please feel free to call BullsEye Telecom at 1-877-638-2855.

General "No Interest" Rebuttal (chose whichever is appropriate):

I can understand your hesitation Mr/Ms PROSPECT NAME, however, your existing telephone number and features will remain exactly the same. In fact, you will even be using the same phone lines. Your service will be provided through BullsEye Telecom. So let's get your savings started, OK?

OR

Mr/Ms PROSPECT NAME, you are not entering into a long term contract so if you are dissatisfied with BullsEye for any reason, you are free to go back to your previous provider without penalty. It's a no risk offer so let's get you signed up today, OK?

If customer states they have a contract with Bell South Rebuttal:

Do you have less than 6 months left on your contract?

IF YES: Great news! Since you have less than 6 months left on your current contract, you are eligible to receive BullsEye Telecom's great local rates! Let's go ahead and get your savings started, OK?

IF NO, I'm sorry. At this time we cannot handle an account that has longer than 6 months remaining. (Give courtesy close)

(Remove Centrex rebuttal)

SALES FOLLOW-THROUGH

LOCAL TOLL

Along with this plan you can get great rates on local toll and long distance calling as well.

Mr/Ms. Customer, about how many minutes of local toll/long distance calling would you say you make each month?

IF MORE THAN 100 MINUTES PER LINE: OFFER BULLSEYE LT/LD UNLIMITED PLAN

IF LESS THAN 100 MINUTES PER LINE: OFFER STANDARD BULLSEYE LT/LD PRICING

(Unlimited)

Due to your call volume, our PowerSaver Unlimited plan would fit your needs. For only \$13.24 per line per month, you will receive unlimited local toll and long distance calling on each of your lines every month. Just like our local unlimited plan, regardless of the number of calls or length of each call, you will still pay the same low price. Can I sign you up for this low rate offer with BullsEye handling your local toll and long distance calling, too?

IF PROSPECT ASKS WHAT A LOCAL TOLL CALL IS: (Please make this an F-Key)

Local toll calls are calls that terminate outside of your local calling area but are not covered by a normal long distance plan. A toll charge does apply to these calls, so they are billed similarly to long distance calls.

NOTE: With the Unlimited Calling Plan, intraLATA and LD are offered together. If customer says No to the above, jump to the Voice Mail question. The 800/Toll Free Service question should default to N in these circumstances.

(Ala Carte)

Due to your lower call volume, our standard intraLATA/local toll plan would best fit your needs. All of your intraLATA/local toll and in state long distances calls will be billed at just \$.049 per minute while your state to state long distance calls will be billed at \$.059 per minute. Can I sign you up for this low rate offer with BullsEye handling your local toll and long distance calling, too?

NOTE: With the Ala Carte Calling Plan, intraLATA and LD are offered together. If customer says No to the above, jump to the Voice Mail question. The 800/Toll Free Service question should default to N in these circumstances.

IF THE CUSTOMER WANTS BULLSEYE FOR INTRALATA BUT NOT LD, THERE NEEDS TO BE A FIELD WHERE THE TSRS PUT AN "N" FOR LONG DISTANCE. THIS IS THE ONLY WAY THE SYSTEM WILL KNOW THAT IT'S A LOCAL AND INTRALATA SALE INSTEAD OF A LOCAL, INTRALATA, LD SALE!! THIS IS FOR BOTH THE POWER SAVER UNLIMITED PLAN AND THE ALA CARTE LOCAL TOLL/LD CALLING PLAN.

800/ TOLL FREE SERVICE

What about Toll Free Service? Do you have a toll free#?

IF YES:

There is a \$2.00 monthly charge for our Toll Free Service, and it's only \$.075 per minute for all domestic calls. Should I switch your toll free service to BullsEye?

If YES: Great!

IF NO: That's fine. Perhaps this is something you will want to look into in the future.

VOICE MAIL

Does your current carrier also provide you with voicemail?

If YES: Is it standard voicemail or do you have multiple mailboxes?

If STANDARD = BullsEye Basic service

If MULTIPLE MAILBOXES = BullsEye Essential service

IF STANDARD: Our voice mail product functions similar to your current carrier except that it doesn't include a message waiting indicator. In place of this you will receive our Toll Saver service. When you check your voice mail for messages you will hear a chime at the beginning of your connection if you have any messages. If you don't hear a chime, simply hang up and there is no charge for the call! A great benefit to the BullsEye Voice Mail product is the price. There is a monthly recurring charge of \$12.00. Your voice mail will automatically be changed to BullsEye's voice mail when your service starts with us. Prior to the change in service, you will receive a letter explaining how our voice mail works-including instructions on how to establish your new voice mail box. OK?

If YES: Capture information (Voice Mail Basic II)

If NO or if customer is insistent about having a message waiting indicator:

Unfortunately Mr. Customer, message waiting indicator is not available with the BullsEye Voice Mail product. However, most of our customers find that with the Toll Saver service they really don't miss having this. Why don't we go ahead and sign you up for BullsEye's Voice Mail product and you can see for yourself?

IF YES: Capture information (Voice Mail Basic II)

If NO or if customer is still insistent about having a message waiting indicator: I apologize Mr. Customer but since BullsEye's Voice Mail product doesn't have message waiting indicator available, if voice mail is essential to your business and you MUST have message waiting indicator, at this time I don't believe we can switch your service to BullsEye Telecom. If your needs should ever change, please give us a call at 1-877-638-2855.

[Do not put through as a sale and code as a 19, prefers current voice mail set up.]

IF MULTIPLE MAILBOXES: Our voice mail product functions similar to your current carrier except that it doesn't include a message waiting indicator. In place of this you will receive our Toll Saver service. When you check your voice mail for messages you will hear a chime at the beginning of your connection if you have any messages. If you don't hear a chime, simply hang up and there is no charge for the call! A great benefit to the BullsEye Voice Mail product is the price. There is a monthly recurring charge of \$15.00. Your voice mail will automatically be changed to BullsEye's voice mail when your

service starts with us. Prior to the change in service, you will receive a letter explaining how our voice mail works-including instructions on how to establish your new voice mail box. OK?

If YES: Capture information (Voice Mail Essentials I)

If NO or if customer is insistent about having a message waiting indicator:

Unfortunately Mr. Customer, message waiting indicator is not available with the BullsEye Voice Mail product. However, most of our customers find that with the Toll Saver service they really don't miss having this. Why don't we go ahead and sign you up for BullsEye's Voice Mail product and you can see for yourself?

IF YES: Capture information (Voice Mail Essentials I)

If NO or if customer is still insistent about having a message waiting indicator: I apologize Mr. Customer but since BullsEye's Voice Mail product doesn't have message waiting indicator available, if voice mail is essential to your business and you **MUST** have message waiting indicator, at this time I don't believe we can switch your service to BullsEye Telecom. If your needs should ever change, please give us a call at 1-877-638-2855.

[Do not put through as a sale and code as a 19, prefers current voice mail set up.]

Mr. Customer, do you have DSL service through your current local service provider?

IF YES AND CUST HAS ONLY 1 LINE: I'm sorry, but at this time we can not switch your lines over to BullsEye. Thank you for your time and have a nice day/evening. (Code "DSL Service")

IF YES AND CUST HAS 2 LINES or MORE: That's fine. We can take the phone lines that do not have DSL on them. You will continue to receive a separate bill for the line that carries your DSL. Is that OK?

IF YES: Capture if the customer says Yes.

IF NO: Mr. Customer, since we do not currently provide DSL service in your area, we will be unable to switch your phone lines to BullsEye at this time. Thank you for your time and have a nice day/evening. (Code "DSL Service")

IF NO: Continue with script

One last question. Our domestic calling card rate is \$.19 cents per minute. Would you like to order a BullsEye Telecom calling card? If so, how many?

IF YES: Great! (Capture number of cards.)

IF NO: That's fine. This may be something you'll want to add in the future.

If customer states they have inside wire maintenance with Bell South:

BullsEye Telecom has an inside wire maintenance program that provides the same service as the inside wire program your current carrier provides. Our ShortStop program is \$5.00 per line and will be switched to our service when you migrate over to BullsEye.

GO TO DATA GATHERING

To ensure I have all of your information correct, let me verify some details.

DATA GATHERING

I show your name as DISPLAY _____

Your company name as DISPLAY COMPANY _____

And your billing address as DISPLAY ADDRESS _____

Is your service address different from your billing address?

IF YES: Capture service address

May I have your E Mail address? _____

IF NO E MAIL ADDRESS: May I have your fax number? _____

Your Main Billing Telephone number is DISPLAY _____

How many total lines do you have, including the main billing telephone number?
_____ (capture # of lines)

Do you receive any additional phone bills? (Y or N)

Would you like to switch these phone numbers to BullsEye Telecom? (Y or N)

How many additional billing telephone numbers would you like to switch? _____

Capture first additional BTN and ask:

How many total lines do you have associated with this billing telephone number, including the main number? _____ (capture number of lines)

MANUALLY capture any additional BTN in addition to the above numbers using the appropriate tracking sheet.

Who is your current local provider? _____

Thank you, your service will begin in approximately 5-10 business days. Should you have any questions, feel free to give us a call at 1-877-638-2855. I'd just like to mention that BullsEye Telecom is an independent company and is not affiliated with your current local service provider.