

# ALEC INC.

Matthew J. Phillips  
Chief Operating Officer  
2704 Old Rose Bud Rd  
Suite 270  
Lexington, KY 40509

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PUBLIC SERVICE  
COMMISSION

Elizabeth O'Donnell  
Executive Director  
Kentucky Public Service Commission  
211 Sower Boulevard  
P.O. Box 615  
Frankfort, KY 40602-0615

RE: PSC Administrative Case 2006-00357 Proposed Customer Education Plan

Dear Ms. O'Donnell:

ALEC, Inc. was late in joining the Customer Communications Subcommittee and thus did not get listed as one of the participating companies on the committee's education plan. However, we are joining the list of participating companies by this correspondence and will be using the plan to educate our customers on the 270 split.

Please find enclosed the original and four (4) copies of the committee's proposed education plan which we will use.

Should you have any questions regarding our filing, please do not hesitate to contact me.

Sincerely,



Matthew J. Phillips  
Chief Operating Officer

Enclosures

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## **Western Kentucky has a new area code effective July 1, 2008.**

### **If you live in the 270 area code in Western Kentucky, here is information to help you get ready for the new 364 area code.**

Kentucky's communications needs are growing. On July 1, 2008 area code 364 will be added to service portions of the existing 270 area code region (see map and prefix chart). It will cover the western portion of the current area code 270, which includes the cities of Henderson, Hopkinsville, Madisonville, Murray and Paducah. The eastern portion will retain the current area code. Cities remaining in area code 270 include Bowling Green, Columbia, Glasgow, Elizabethtown and Owensboro.

#### **What will change?**

On July 1, 2008, the western portion of the current area code 270 (see map) will be assigned the new 364 area code. Through XXXXXX, X, 200X, you may dial either area code 270 or the new area code 364 to make long distance calls to or within the new 364 region. Beginning XXXXX, X, 200X, only the new 364 area code can be used to complete long distance calls to and within the 364 area. **The only part of your phone number that will change is the area code.**

#### **What will stay the same?**

The eastern portion of the current area code 270 will remain unchanged. Local calling areas and rates, as well as seven-digit dialing, will remain the same.

#### **What you should do to get ready.**

If your area code is changing, you should update your checks, stationery, signage and any other printed materials that include your area code. Don't forget to notify friends, relatives, and others, paying special attention to those outside the new 364 area code.

Businesses should also update business cards, invoices, etc., and notify customers, suppliers, and business associates of the new 364 area code.

#### **Reprogram your equipment.**

Whether or not your area code is changing, you may need to reprogram the numbers stored on services like Call Forwarding, Speed Calling, Call Selector, and Call Block.

**Visit our Website at [www.alec.net](http://www.alec.net)** if you have any questions regarding this information. If you are hearing- or speech-impaired and use a TTY, please call (859)254-9667.

(map)

#### **Phone prefixes in the new area code**

If your area code is currently 270 and your telephone number begins with one of the three-digit prefixes listed below, your area code is changing to 364.

PREFIXES CHANGING FROM AREA CODE 270 TO AREA CODE 364  
(List of NXXs)