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November 20, 2007  
**Via Overnight**

Beth A. O'Donnell  
Executive Director  
Kentucky Public Service Commission  
211 Sower Blvd.  
Frankfort, KY 40602-0615

**RE: Bullseye Telecom, Inc.  
Customer Education Plan for New 364 Area Code**

**RECEIVED**

NOV 21 2007

**PUBLIC SERVICE  
COMMISSION**

Dear Ms. O'Donnell

Please accept this letter on behalf of BullsEye Telecom, Inc. ("BullsEye"). This letter contains the customer education plans for the new 364 area code in western Kentucky, pursuant to Case Number 2006-00357.

BullsEye Telecom's plans to perform the following tasks to educate our customers of the new 364 area code:

1. BullsEye will include a bill message for all Kentucky customers informing them of the new 364 area code. A copy is attached.
2. BullsEye will post information on our website pertaining to the new 364 area code.

Please note that the bill message will include a reference to the information on our website.

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 407-740-3005 or via email at [mbyrnes@tminc.com](mailto:mbyrnes@tminc.com). Thank you for your assistance.

Sincerely,

Monique Byrnes  
Consultant to BullsEye Telecom, Inc.

Enclosure

cc: P. West, BullsEye  
file: BullsEye - KY CLEC  
tms: KYi0701

Bill Message

#### NEW AREA CODE IN WESTERN KENTUCKY

Effective July 1, 2008, western Kentucky will begin using a new area code: "364". Some of the cities to utilize the new area code are Paducah, Henderson, Hopkinsville, Madisonville and Murray. The area known as the "Land Between the Lakes" will also utilize the new area code.

The need for the new area code is due to the rising demand for new telephone numbers. Beginning July 1, 2008 you will be able to use the existing and new area code for dialing (permissive dialing). Eventually only the new area code will be used.

For more detailed information on the new area code in western Kentucky, contact BullsEye Telecom customer service at 1-877-NET-BULL (638-2855).