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FEB 15 2013

PUBLIC SERVICE
COMMISSION

February 15, 2013

Hon. Jeff R. Derouen
Executive Director
Kentucky Public Service Commission
211 Sower Blvd.
Frankfort KY 40601-8294

RE: Administrative Case No. 2012-00129/Bluegrass Cellular

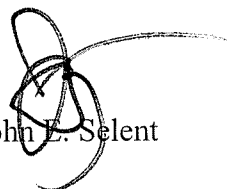
Dear Mr. Derouen:

With this letter I have enclosed a copy of a Customer Education Plan required by the Commission's Order in the above-referenced matter on behalf of Kentucky RSA No. 3 Cellular General Partnership, Kentucky RSA No. 4 Cellular General Partnership, Cumberland Cellular Partnership, and Bluegrass Telcom LLC (collectively, d/b/a Bluegrass Cellular).

Should you have any questions with respect to this filing, or with respect to the Customer Education Plan, please call.

Very truly yours,

DINSMORE & SHOHL LLP



John E. Selent

JES/bmt

cc: Scott McCloud
Tiffany Bowman, Esq.

Enclosure

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COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION PUBLIC SERVICE
COMMISSION

FEB 15 2013

In the Matter of:

APPLICATION OF THE NORTH AMERICAN)
NUMBERING PLAN ADMINISTRATOR, ON)
BEHALF OF THE KENTUCKY TELECOM-)
MUNICATIONS INDUSTRY, FOR RELIEF OF)
THE 270 NUMBERING PLAN AREA)

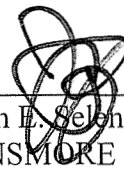
ADMINISTRATIVE
CASE NO.
2012-00129

**CUSTOMER EDUCATION PLAN
OF BLUEGRASS CELLULAR AS REQUIRED BY
ORDERING PARAGRAPH 6**

Kentucky RSA No. 3 Cellular General Partnership, Kentucky RSA No. 4 Cellular General Partnership, Cumberland Cellular Partnership, and Bluegrass Telcom LLC (doing business collectively as Bluegrass Cellular), hereby submit their Customer Education Plan in compliance with ordering paragraph 6 of the Order dated December 17, 2012, of the Public Service Commission of the Commonwealth of Kentucky in the above-styled matter.

That Customer Education Plan is attached as Exhibit A.

Respectfully submitted,




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COUNSEL TO KENTUCKY RSA #3
CELLULAR GENERAL PARTNERSHIP,
KENTUCKY RSA NO. 4 CELLULAR
GENERAL PARTNERSHIP, CUMBER-
LAND CELLULAR PARTNERSHIP, AND
BLUEGRASS TELCOM LLC (collectively
“BLUE-GRASS CELLULAR”)

CERTIFICATE OF SERVICE

It is hereby certified that a copy of the foregoing was served by First Class United States
Mail on the individuals on the attached Service List this 15th day of February, 2013.



Counsel to Bluegrass Cellular

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Product Summary: Area Code Overlay

Product Name: (270) Area Code Overlay – New NPA (364)

Soft Launch Date: August 3rd, 2013

Hard Launch Date: February 1st, 2014

Summary: The (270) NPA has reached a level of exhaustion for available phone numbers. The Kentucky Public Service Commission (PSC) has identified a new NPA (364) will be used to alleviate this situation. This new NPA will be overlaid on to the current (270) NPA service area.

Customers that currently have (270) phone numbers will retain their current ten-digit number. Customers will be required to dial with ten-digits to other (270) numbers beginning January 31, 2014. This change will affect both wireline and wireless customers within this NPA.

(364) NPA numbers can be distributed starting March 3, 2014.

Marketing Initiatives

Customer notification will be completed through the following:

Traditional: bill message, bill insert, on-hold message, receipt message and press release.

Digital: social networking, online

For specific timelines for completion, see Marketing/Communication timeline below.

Timelines:

3/1/13: Customer Notification

1. Bill Message
2. Receipt Messaging
3. Website Notice

8/3/13 – 1/31/14: Permissive (7-digit) dialing is allowed

2/1/14: 10-digit dialing is required within this NPA

3/3/14: (364) NPA numbers may be issued to consumers

Additional Marketing/Communication Timelines

Q2 2013: Dates to be determined

1. Continue Bill Message
2. Continue Receipt Messaging
3. On-Hold Message

Q3 2013: Dates to be determined

1. Continue Bill Message
2. Continue Receipt Messaging
3. Continue On-Hold Message
4. Bill Insert
5. Email Message (July)

Q4 2013: Dates to be determined

1. Continue Bill Message
2. Continue Receipt Messaging
3. Continue On-Hold Message
4. Social Networking
5. Website Notice

Q1 2014: Finalize efforts in Q3 2013