

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF LONG DISTANCE DIRECT)
HOLDINGS, INC. FOR A CERTIFICATE TO RESELL) CASE NO. 96-323
TELECOMMUNICATIONS SERVICE)

O R D E R

On August 7, 1996, Long Distance Direct Holdings, Inc. ("Long Distance Direct") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

Long Distance Direct is a Nevada corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. Long Distance Direct does not seek authority to provide operator-assisted telecommunications services.

Long Distance Direct employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. Long Distance Direct will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by Long Distance Direct demonstrates its financial, managerial, and technical capability to provide intrastate, long-distance telecommunications service. The proposed rates filed August 7, 1996 should be approved as the fair, just and reasonable rates to be charged.

In Administrative Case No. 306,¹ the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, Long Distance Direct should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by Long Distance Direct, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. Long Distance Direct is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.

2. Long Distance Direct shall comply with the provisions of the Orders in Administrative Case No. 323.²

3. Long Distance Direct shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.

4. Long Distance Direct's authority to provide service in this Commonwealth is strictly limited to those services described in this Order and in Long Distance Direct's application.

5. The rates and charges proposed by Long Distance Direct are hereby approved as filed on August 7, 1996.

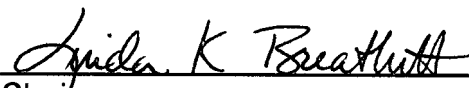
¹ Administrative Case No. 306, Detariffing Billing and Collection Services, Order dated April 30, 1990.

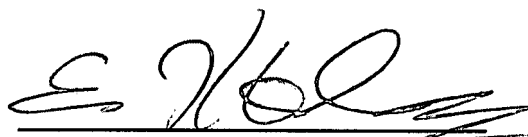
² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.

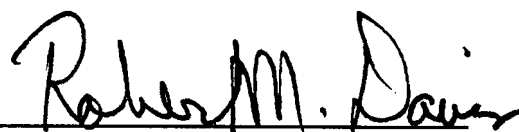
6. Within 30 days from the date of this Order, Long Distance Direct shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 24th day of September, 1996.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director