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June 10, 2010

Jeffrey DeRouen  
Executive Director  
Kentucky Public Service Commission  
211 Sower Boulevard  
P.O. Box 615  
Frankfort, KY 40601

RECEIVED

JUN 14 2010

PUBLIC SERVICE  
COMMISSION

2010-00235

*RE: The Petition of Assurance Home Phone Services, Inc. for Designation  
As an Eligible Telecommunications Carrier in the Commonwealth of Kentucky*

Dear Mr. DeRouen:

Enclosed please find the original and ten copies of Assurance Home Phone Services, Inc. for Designation as an Eligible Telecommunications Carrier in the Commonwealth of Kentucky.

Please indicate receipt of this filing by placing your file stamp on the extra copy and returning to me via the enclosed self-addressed, stamped envelope.

Sincerely yours,

Douglas F. Brent

c: Lance Steinhart

DFB: jms  
Enclosures

113621.137431/640076.1

**COMMONWEALTH OF KENTUCKY**  
**BEFORE THE PUBLIC SERVICE COMMISSION**

**RECEIVED**

JUN 14 2010

PUBLIC SERVICE  
COMMISSION

**IN THE MATTER OF**

**PETITION OF )  
ASSURANCE HOME PHONE SERVICES, INC. )  
FOR DESIGNATION AS AN ELIGIBLE )  
TELECOMMUNICATIONS CARRIER )  
IN THE COMMONWEALTH OF KENTUCKY )**

**CASE NO. 2010-235**

**PETITION OF ASSURANCE HOME PHONE SERVICES, INC. FOR  
DESIGNATION AS AN ELIGIBLE TELECOMMUNICATIONS CARRIER IN THE  
COMMONWEALTH OF KENTUCKY**

Assurance Home Phone Services, Inc. (“Assurance” or the “Applicant”), pursuant to Section 214(e)(2) of the Communications Act of 1934, as amended (the “Act”)<sup>1</sup> and Sections 54.101 through 54.207 of the Rules of the Federal Communications Commission (“FCC”),<sup>2</sup> and the rules and regulations of the Kentucky Public Service Commission (the “Commission”), hereby applies to the Commission for certification as an Eligible Telecommunications Carrier (“ETC”) throughout the BellSouth Telecommunications, Inc. d/b/a AT&T Kentucky (“AT&T”) service territory (the “Designated Service Area”) for the purpose of receiving federal universal service support.<sup>3</sup> The Applicant is seeking only low income support, and is not requesting high cost support. As demonstrated below, Assurance satisfies all of the statutory and regulatory requirements for designation as an ETC in the Designated Service Area. Furthermore, designation of Assurance as an ETC in the Designated Service Area will serve the public interest. Accordingly, Assurance respectfully requests that the Commission grant this Application.

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<sup>1</sup> 47 U.S.C. § 214(e)(2).

<sup>2</sup> 47 C.F.R. §§ 54.101-54.207.

All correspondence, communications, pleadings, notices, orders and decisions relating to this Application should be addressed to:

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With a copy to Applicant's local counsel:

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## **I. Background**

1. Assurance Home Phone Services, Inc. is a Florida Corporation<sup>4</sup> and is authorized to conduct business as a foreign Corporation in the Commonwealth of Kentucky. Copies of the Applicant's Articles of Incorporation and authority to transact business in the Commonwealth of Kentucky are on file with the Commission and incorporated herein by reference. The Applicant is authorized to provide competitive local exchange services throughout Kentucky (Utility ID No. 5056500). The principal office of the Applicant is located at 3023 S.E. 13th Street, Ocala, Florida 34471. The telephone number of the Applicant is (352) 362-9250. The Applicant will provide local exchange and exchange access services in the Designated Service Area using a

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<sup>3</sup> A list of each wire center which the Applicant is requesting ETC status in the Commonwealth of Kentucky is attached hereto as Exhibit 1.

<sup>4</sup> Assurance was incorporated in the State of Florida on July 14, 2009.

combination of resale and facilities obtained as unbundled network elements (“UNEs”) obtained through agreements that allow end-to-end switching and delivery of calls.

2. As set forth in Section 214(e)(2) of the Act, the Commission “shall upon its own motion or upon request designate a common carrier that meets the requirements of [Section 214(e)(1)] as an eligible telecommunications carrier for a service area designated by the State commission.”<sup>5</sup> Upon designation as an ETC, the carrier shall be eligible to receive universal support in accordance with Section 254 of the Act.<sup>6</sup>

3. The requirements for designation as an ETC set forth in Section 214(e)(1) are that the carrier must:

(a) offer the services that are supported by Federal universal support mechanisms under section 254(c), either using its own facilities or a combination of its own facilities and resale of another carrier’s services (including the services offered by another eligible telecommunications carrier); and

(b) advertise the availability of such services and the charges therefore using the media of general distribution.<sup>7</sup>

## **II. Assurance Satisfies the Requirements for Designation as an ETC to Serve the Designated Service Area**

1. Assurance is a common carrier as that term is defined in the Act.<sup>8</sup> The Applicant will provide the supported services in the Designated Service Area pursuant to its Utility ID No. referenced above.

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<sup>5</sup> 47 U.S.C. § 214(e)(2); *see* 47 C.F.R. § 54.201(b) (FCC Rules citing the Act’s requirements).

<sup>6</sup> 47 U.S.C. § 214(e)(1).

<sup>7</sup> *Id.*

2. Assurance will offer all of the supported services enumerated under Section 254(c) using facilities obtained as UNEs, or the equivalents thereof. According to FCC Rules, facilities obtained as UNEs satisfy the requirement that an ETC provide the supported services using either its own facilities or a combination of its own facilities and resale of another carrier's services.<sup>9</sup> Accordingly, the Applicant satisfies the requirement set forth in Section 214(e)(1)(A).

3. The services that are supported by Federal universal support mechanisms under section 254(c) are enumerated in the rules of the Federal Communications Commission ("FCC") at 47 C.F.R. § 54.101(a)(1)-(9). These services are:

(a) Voice grade access to the public switched network. "Voice grade access" is defined as a functionality that enables a user of telecommunications services to transmit voice communications, including signaling the network that the caller wishes to place a call, and to receive voice communications, including receiving a signal indicating there is an incoming call. For the purposes of this part, bandwidth for voice grade access should be, at a minimum, 300 to 3,000 Hertz. Applicant meets this requirement by providing voice-grade access to the public switched telephone network. All customers of Applicant are able to make and

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<sup>8</sup> See 47 U.S.C. § 153(10) ("the term 'common carrier' or 'carrier' means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy . . . .").

<sup>9</sup> Section 54.201(f) of the FCC's Rules states, "[f]or the purposes of this section, the term 'own facilities' includes, but is not limited to, facilities obtained as unbundled network elements pursuant to Part 51 of this chapter, provided that such facilities meet the definition of the term 'facilities' under this subpart." 47 C.F.R. § 54.201(f). The term "facilities" under Section 54.201 is defined as "any physical components of the telecommunications network that are used in the transmission or routing of the services that are designated for support pursuant to subpart B of this part." 47 C.F.R. § 54.201(e). Assurance's use of UNEs, including § 251 loops, or equivalents thereof, commingled with § 271 elements provided pursuant to an agreement filed with the Commission pursuant to § 252, meets this definition of "facilities."

receive calls on the public switched telephone network within the specified bandwidth;

(b) Local usage. "Local usage" means an amount of minutes of use of exchange service, prescribed by the FCC, provided free of charge to end users. Applicant includes specified quantities of usage in its rate plans and thereby complies with the requirement. It is important to note, that currently, there is no specific rule that requires an ETC to include any particular amount of local usage;

(c) Dual tone multi-frequency signaling or its functional equivalent. "Dual tone multi-frequency" (DTMF) is a method of signaling that facilitates the transportation of signaling through the network, shortening call set-up time. Applicant provides DTMF signaling to its customers, which is the equivalent of that offered by the incumbent LEC to its customers;

(d) Single-party service or its functional equivalent. "Single-party service" is telecommunications service that permits users to have exclusive use of a wireline subscriber loop or access line for each call placed, or, in the case of wireless telecommunications carriers, which use spectrum shared among users to provide service, a dedicated message path for the length of a user's particular transmission. Applicant meets the requirement of single-party service by providing a dedicated message path for the length of all customer calls;

(e) Access to emergency services. "Access to emergency services" includes access to services, such as 911 and enhanced 911, provided by local governments or other public safety organizations. 911 is defined as a service that permits a telecommunications user, by dialing the three-digit code "911," to call emergency services through a Public Service Access Point (PSAP) operated by the local government. "Enhanced 911" is defined as 911 service that includes the ability to provide automatic numbering information (ANI), which enables the PSAP to call back if the call is disconnected, and automatic location information (ALI), which permits emergency service providers to identify the geographic location of the calling party. "Access to emergency services" includes access to 911 and enhanced 911 services to the extent the local government in an eligible carrier's service area has implemented 911 or enhanced 911 systems. Through its agreements with AT&T, Applicant currently provides its subscribers access to 911 emergency services, and also provides Enhanced 911 services including Phase I and Phase II E911 services where requested by local public safety authorities ready to receive the information and where the local exchange carrier supports such services;

(f) Access to operator services. "Access to operator services" is defined as access to any automatic or live assistance to a consumer to arrange for billing or completion, or both, of a telephone call. Operator services are offered by Applicant;

(g) Access to interexchange service. "Access to interexchange service" is defined as the use of the loop, as well as that portion of the switch that is paid for by the end user, or the functional equivalent of these network elements in the case of a wireless carrier, necessary to access an interexchange carrier's network. Applicant provides long distance access to its customers;

(h) Access to directory assistance. "Access to directory assistance" is defined as access to a service that includes, but is not limited to, making available to customers, upon request, information contained in directory listings. Applicant provides access to directory assistance to its customers; and

(i) Toll limitation for qualifying low-income consumers. Toll limitation for qualifying low-income consumers is linked to participation in the Lifeline program, which Applicant will participate in and offer upon designation as an ETC. Applicant will use the appropriate toll limitation technology to provide this required service at no additional charge to Lifeline customers.

4. Upon certification as an ETC, Assurance will participate in, and offer LifeLine and Link-Up programs to qualifying low-income consumers and publicize the availability of Lifeline and Link-Up services in a manner reasonably designed to reach those likely to qualify for those services, as required by FCC Rules.<sup>10</sup> The FCC has concluded that even pure resellers

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<sup>10</sup> See 47 C.F.R. §§ 54.401-54.417; 54.405(b) & 54.411(d).



may qualify as an ETC and properly use universal service support for the purposes for which it was intended by offering reduced price Lifeline service.<sup>11</sup>

5. Assurance will advertise the availability of the above-referenced services and the charges for those services in the Designated Service Area using media of general distribution, as required by FCC Rules.<sup>12</sup>

### **III. Area for Which ETC Designation Is Requested**

1. Assurance will serve the exchanges in the Designated Service Area where it leases UNEs or resells the services of the AT&T Kentucky. Assurance does not seek certification as an ETC in any areas served by rural telephone companies.

### **IV. Granting Assurance's Application Will Serve the Public Interest**

1. Congress requires that the Commission grant competitive ETC applications in non-rural areas.<sup>13</sup> No specific public interest test is mentioned, as is the case for areas served by rural telephone companies.<sup>14</sup> Thus, the Act provides that the Commission "shall" designate Assurance as an ETC upon finding that the company meets the nine-point list of services and that it agrees to advertise the supported services throughout the Designated Service Area. Notwithstanding, the designation of Assurance as an ETC will serve the public interest.

2. Assurance will announce and advertise telecommunications services as an ETC where it provides service in its Designated Service Area in Kentucky and will publicize the availability of Lifeline and Link-Up services in a manner reasonably designed to reach those

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<sup>11</sup> See *Federal-State Joint Board on Universal Service, Petition of Tracfone Wireless, Inc.*, 20 FCC Rcd 15095 (2005) (finding that because Lifeline support is customer-specific and is directly reflected in the price that the eligible customer pays, it is impossible for any carrier to receive a double recovery of the support).

<sup>12</sup> See 47 C.F.R. §§ 54.201(d)(2).

<sup>13</sup> See 47 U.S.C. 214(e)(2).

likely to qualify for those services. Accordingly, more low-income Kentucky residents will be made aware of the opportunities afforded to them under the Lifeline and Link-Up programs and will be able to take advantage of those opportunities by subscribing to Assurance's service. Assurance advertises its services through several different media of general distribution including (but not limited to) marketing at targeted retail locations, as well as advertisements via television, mail and newspaper. Three sample sales brochures are attached hereto as Exhibit 2. Since Assurance's service is of particular interest to credit-challenged customers—many of whom are low income—who generally cannot obtain service from the incumbent carrier, the granting of ETC status is clearly in the public interest; access to Lifeline and Link-Up programs can be critically important to a significant portion of the eligible low income consumers. To Applicant's knowledge, Lifeline and Link-Up services are not being sufficiently advertised and made available to eligible low income consumers in the Designated Service Area. Statistics suggest that there are many eligible customers who are not yet aware of the programs. According to the best data available to Applicant, as of December 31, 2008, fewer than twenty per cent (20%) of consumers eligible for Lifeline and Linkup Services in the Commonwealth of Kentucky were being provided such services.<sup>15</sup> The FCC's own statistics show how additional efforts are needed to promote awareness of the programs. On September 14, 2009 the FCC noted how Lifeline and Link Up programs have been active for years but at least half of eligible consumers nationwide do not take advantage of this assistance.<sup>16</sup> When additional carriers enter the market with programs designed specifically for such customers, it increases the likelihood

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<sup>14</sup> See *Id.*

<sup>15</sup> See attached Exhibit 3, 2008 Lifeline Participation Rates by State, which was obtained from the Universal Service Administrative Company ("USAC"), an independent not-for-profit corporation designated as the administrator of the federal Universal Service Fund by the Federal Communications Commission (FCC). USAC administers Universal Service Fund (USF) programs for high cost companies serving rural areas, low-income consumers, rural health care providers, and schools and libraries. Also attached is an FCC News Release dated September 14, 2009.

that eligible customers will become generally aware of these valuable options for telecommunications service.

3. Assurance will provide universal service as an ETC in all of its Designated Service Area.

4. Assurance is willing to accept carrier of last resort obligations throughout the universal service areas in which Assurance is designated as an ETC by the Commission.

5. Assurance will provide equal access to interexchange service.

6. Under FCC guidelines, an ETC Applicant must submit a five-year plan that describes with specificity proposed improvements or upgrades to the applicant's network on a wire center-by-wire center basis throughout its proposed Designated Service Area. This guideline has no application where an applicant's requested ETC serving territory would qualify it to receive no "high cost" USF support, but only "low income" USF support. Because Assurance seeks ETC designation solely for purposes of reimbursement for provision of subsidized Lifeline and Link-Up services to eligible customers, submission of a Five-Year Network Improvement Plan is not required. Since Lifeline support is designed to reduce the monthly cost of telecommunications services for eligible consumers, and is distributed on a per-household basis and is directly reflected in the price that the eligible customer pays, it is assured that all support received by the carrier is used to provide Lifeline services to consumers, thus promoting Lifeline and the availability of telephone service to low income users, which is clearly in the public interest.

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<sup>16</sup> Exhibit 3 includes the FCC's News Release.

7. Applicant will offer a local usage plan comparable to the one offered by the incumbent LEC in the service areas for which it seeks designation. Applicant will offer a local usage plan with unlimited calling within the customer's local calling area for a flat monthly fee with the same calling scope as AT&T Kentucky.

8. Under FCC guidelines, an ETC Applicant must demonstrate that it will satisfy applicable consumer protection and service quality standards. 47 CFR §54.202(a)(3); *see In the Matter of Federal-State Joint Board on Universal Service*, Report and Order, CC Dkt. No. 96 45, 20 FCC Rcd 6371, para. 28 (2005) ("FCC ETC Order"). Applicant will satisfy all such standards. As part of its certification requirements for providing local exchange services, Applicant must abide by the service quality and consumer protection rules. In addition, Applicant commits to reporting information on consumer complaints per 1,000 lines on an annual basis consistent with the FCC ETC Order. Applicant in general commits to satisfying all such applicable state and federal requirements related to consumer protection and service quality standards.

9. Under FCC guidelines, an ETC Applicant must demonstrate its ability to remain functional in emergency situations. 47 CFR §54.202(a)(2); *see* FCC ETC Order at para. 25. Applicant provides to its customers the same ability to remain functional in emergency situations as currently provided by AT&T Kentucky to its own customers, including access to a reasonable amount of back-up power, rerouting of traffic around damaged facilities, and the capability of managing traffic spikes resulting from emergency situations.

10. Under FCC guidelines, an ETC Applicant must commit to provide service throughout its proposed designated service area to all customers making a reasonable request for

service. FCC ETC Order at para. 22; 47 CFR §54.202(a)(1)(i). Applicant commits to provide service throughout its proposed ETC-designated service area to all customers making a reasonable request for service.

11. Applicant's account is current with the FCC in regards to regulatory fees; and its account is current with the Universal Service Administrative Company in regards to universal service contributions. The Applicant is aware that there may be an audit of the use of universal service funds and that the eligible telecommunications service designation is reviewed annually by state commissions.

12. No state has denied any ETC petition filed by Applicant, nor have any such petitions been withdrawn.

13. By this application, Applicant hereby asserts its willingness and ability to comply with all the rules and regulations that the Commission may lawfully impose upon Applicant's provision of service contemplated by this application.

14. Upon Commission request, Applicant is prepared to answer questions or present additional testimony or other evidence about its services within the state.


**V. Relief Requested**

For the foregoing reasons, Assurance respectfully requests that the Commission grant its application and designate the Applicant as an ETC in the Designated Service Area.

Respectfully submitted this 10th day of June, 2010.

By: /s/ Lance J.M. Steinhart  
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Counsel for Assurance Home Phone Services, Inc.

## **List of Exhibits**

- |                  |  |
|------------------|--|
| <b>Exhibit 1</b> | <b>Wire Centers</b>  |
| <b>Exhibit 2</b> | <b>Sample Sales Brochures</b>  |
| <b>Exhibit 3</b> | <b>2008 Lifeline Participation Rates by State and FCC News Release</b> |

**Exhibit 1**

**Wire Centers**





| STATE | STUDY AREA CODE | ILEC       | WIRE CENTER CLLI | WIRE CENTER NAME            |
|-------|-----------------|------------|------------------|-----------------------------|
| KY    | 265182          | BELL SOUTH | ALLNKYMA         | ALLEN                       |
| KY    | 265182          | BELL SOUTH | AURRKYMA         | AURORA                      |
| KY    | 265182          | BELL SOUTH | BDFRKYMA         | BEDFORD                     |
| KY    | 265182          | BELL SOUTH | BGDDKYMA         | BAGDAD                      |
| KY    | 265182          | BELL SOUTH | BLFDKYMA         | BLOOMFIELD                  |
| KY    | 265182          | BELL SOUTH | BLSPKYMA         | BLUFF SPRINGS               |
| KY    | 265182          | BELL SOUTH | BNLYKYMA         | BENHAM LYNCH                |
| KY    | 265182          | BELL SOUTH | BNTNKYMA         | BENTON                      |
| KY    | 265182          | BELL SOUTH | BRGNKYMA         | BURGIN                      |
| KY    | 265182          | BELL SOUTH | BRMNKYMA         | BREMEN                      |
| KY    | 265182          | BELL SOUTH | BRTWKYES         | BARDSTOWN                   |
| KY    | 265182          | BELL SOUTH | BVDMKYMA         | BEAVER DAM                  |
| KY    | 265182          | BELL SOUTH | BWLGKYMA         | BOWLING GREEN STATE STREET  |
| KY    | 265182          | BELL SOUTH | BWLGKYRV         | BOWLING GREEN RICHARDSVILLE |
| KY    | 265182          | BELL SOUTH | BYVLKYMA         | BEATTYVILLE                 |
| KY    | 265182          | BELL SOUTH | CADZKYMA         | CADIZ                       |
| KY    | 265182          | BELL SOUTH | CHPLKYMA         | CHAPLIN                     |
| KY    | 265182          | BELL SOUTH | CLAYKYMA         | CLAY                        |
| KY    | 265182          | BELL SOUTH | CLH NKYMA        | CALHOUN                     |
| KY    | 265182          | BELL SOUTH | CLPTKYMA         | CLOVERPORT                  |
| KY    | 265182          | BELL SOUTH | CLTNKYES         | CLINTON                     |
| KY    | 265182          | BELL SOUTH | CMBGKYMA         | CAMPBELLSBURG               |
| KY    | 265182          | BELL SOUTH | CNCYKYMA         | CENTRAL CITY                |
| KY    | 265182          | BELL SOUTH | CNTNKYMA         | CANTON                      |
| KY    | 265182          | BELL SOUTH | CNTWKYMA         | CENTERTOWN                  |
| KY    | 265182          | BELL SOUTH | COTNKYMA         | CROFTON                     |
| KY    | 265182          | BELL SOUTH | CRBNKYMA         | CORBIN                      |
| KY    | 265182          | BELL SOUTH | CRBOKYMA         | CRAB ORCHARD                |
| KY    | 265182          | BELL SOUTH | CRLSKYMA         | CARLISLE                    |
| KY    | 265182          | BELL SOUTH | CRTNKYMA         | CARROLLTON                  |
| KY    | 265182          | BELL SOUTH | CYDNKYMA         | CORYDON                     |
| KY    | 265182          | BELL SOUTH | CYNTKYMA         | CYNTHIANA                   |
| KY    | 265182          | BELL SOUTH | DAVLKYMA         | DANVILLE                    |
| KY    | 265182          | BELL SOUTH | DIXNKYMA         | DIXON                       |
| KY    | 265182          | BELL SOUTH | DRBOKYES         | DRAKESBORO                  |
| KY    | 265182          | BELL SOUTH | DWSPKYES         | DAWSON SPRINGS              |
| KY    | 265182          | BELL SOUTH | EDVLKYMA         | EDDYVILLE                   |
| KY    | 265182          | BELL SOUTH | EKTNKYMA         | ELKTON                      |
| KY    | 265182          | BELL SOUTH | ELCYKYES         | ELKHORN CITY                |
| KY    | 265182          | BELL SOUTH | EMNNKYES         | EMINENCE                    |
| KY    | 265182          | BELL SOUTH | EMNNKYPL         | CROPPER                     |
| KY    | 265182          | BELL SOUTH | ENSRKYMA         | ENSOR                       |
| KY    | 265182          | BELL SOUTH | ERTNKYMA         | EARLINGTON                  |

|    |        |            |          |                  |
|----|--------|------------|----------|------------------|
| KY | 265182 | BELL SOUTH | FDCKKYES | FEDSCREEK        |
| KY | 265182 | BELL SOUTH | FDVLKYMA | FORDSVILLE       |
| KY | 265182 | BELL SOUTH | FEBRKYMA | FREEBURN         |
| KY | 265182 | BELL SOUTH | FKLNKYMA | FRANKLIN         |
| KY | 265182 | BELL SOUTH | FLTNKYMA | FULTON           |
| KY | 265182 | BELL SOUTH | FNVLKYMA | FINCHVILLE       |
| KY | 265182 | BELL SOUTH | FORDKYMA | FORD             |
| KY | 265182 | BELL SOUTH | FRDNKYMA | FREDONIA         |
| KY | 265182 | BELL SOUTH | FRFTKYES | FRANKFORT EAST   |
| KY | 265182 | BELL SOUTH | FRFTKYMA | FRANKFORT MAIN   |
| KY | 265182 | BELL SOUTH | GBVLKYMA | GILBERTSVILLE    |
| KY | 265182 | BELL SOUTH | GHNTKYMA | GHENT            |
| KY | 265182 | BELL SOUTH | GNVLKYMA | GREENVILLE       |
| KY | 265182 | BELL SOUTH | GRACKYMA | GRACEY           |
| KY | 265182 | BELL SOUTH | GRTWKYMA | GEORGETOWN       |
| KY | 265182 | BELL SOUTH | GTHRKYMA | GUTHRIE          |
| KY | 265182 | BELL SOUTH | HABTKYMA | HABIT            |
| KY | 265182 | BELL SOUTH | HANSKYMA | HANSON           |
| KY | 265182 | BELL SOUTH | HBVLKYMA | HEBBARDSVILLE    |
| KY | 265182 | BELL SOUTH | HCMNKYMA | HICKMAN          |
| KY | 265182 | BELL SOUTH | HDBGKYMA | HARRODSBURG      |
| KY | 265182 | BELL SOUTH | HNSNKYMA | HENDERSON        |
| KY | 265182 | BELL SOUTH | HPVLKYMA | HOPKINSVILLE     |
| KY | 265182 | BELL SOUTH | HRBGKYES | HARDINSBURG      |
| KY | 265182 | BELL SOUTH | HRFRKYMA | HARTFORD         |
| KY | 265182 | BELL SOUTH | HRLNKYMA | HARLAN           |
| KY | 265182 | BELL SOUTH | HWVLKYMA | HAWESVILLE       |
| KY | 265182 | BELL SOUTH | INEZKYMA | INEZ             |
| KY | 265182 | BELL SOUTH | ISLDKYMA | ISLAND           |
| KY | 265182 | BELL SOUTH | JCSNKYMA | JACKSON          |
| KY | 265182 | BELL SOUTH | JNCYKYMA | JUNCTION CITY    |
| KY | 265182 | BELL SOUTH | KKVLKYMA | KIRKSVILLE       |
| KY | 265182 | BELL SOUTH | LBJTKYMA | LEBANON JUNCTION |
| KY | 265182 | BELL SOUTH | LFYTKYMA | LAFAYETTE        |
| KY | 265182 | BELL SOUTH | LGRNKYES | LAGRANGE         |
| KY | 265182 | BELL SOUTH | LOUSKYES | LOUISA           |
| KY | 265182 | BELL SOUTH | LRBGKYMA | LAWRENCEBURG     |
| KY | 265182 | BELL SOUTH | LSVLKY26 | 26TH STREET      |
| KY | 265182 | BELL SOUTH | LSVLKYAN | ANCHORAGE        |
| KY | 265182 | BELL SOUTH | LSVLKYAP | CHESTNUT STREET  |
| KY | 265182 | BELL SOUTH | LSVLKYBE | BEECHMONT        |
| KY | 265182 | BELL SOUTH | LSVLKYBR | BARDSTOWN ROAD   |
| KY | 265182 | BELL SOUTH | LSVLKYCW | CRESTWOOD        |
| KY | 265182 | BELL SOUTH | LSVLKYFC | FERN CREEK       |

|    |        |            |          |                         |
|----|--------|------------|----------|-------------------------|
| KY | 265182 | BELL SOUTH | LSVLKYHA | HARRODS CREEK           |
| KY | 265182 | BELL SOUTH | LSVLKYJT | JEFFERSONTOWN           |
| KY | 265182 | BELL SOUTH | LSVLKYO  | OKOLONA                 |
| KY | 265182 | BELL SOUTH | LSVLKYSH | SHIVELY                 |
| KY | 265182 | BELL SOUTH | LSVLKYSL | SIX MILE LANE           |
| KY | 265182 | BELL SOUTH | LSVLKYSM | ST MATTHEWS             |
| KY | 265182 | BELL SOUTH | LSVLKYTS | THIRD STREET            |
| KY | 265182 | BELL SOUTH | LSVLKYVS | VALLEY STATION          |
| KY | 265182 | BELL SOUTH | LSVLKYWE | WESTPORT ROAD           |
| KY | 265182 | BELL SOUTH | LVMRKYMA | LIVERMORE               |
| KY | 265182 | BELL SOUTH | MACEKYMA | MACEO                   |
| KY | 265182 | BELL SOUTH | MARNKYMA | MARION                  |
| KY | 265182 | BELL SOUTH | MARTKYMA | MARTIN                  |
| KY | 265182 | BELL SOUTH | MCDNKYMA | MCDANIELS               |
| KY | 265182 | BELL SOUTH | MCWLKYMA | MCDOWELL                |
| KY | 265182 | BELL SOUTH | MDBOKYMA | MIDDLESBORO             |
| KY | 265182 | BELL SOUTH | MDVIKYMA | MADISONVILLE            |
| KY | 265182 | BELL SOUTH | MGFDKYMA | MORGANFIELD             |
| KY | 265182 | BELL SOUTH | MGTWKYMA | MORGANTOWN              |
| KY | 265182 | BELL SOUTH | MLBGKYMA | MILLERSBURG             |
| KY | 265182 | BELL SOUTH | MLTNKYMA | MILTON                  |
| KY | 265182 | BELL SOUTH | MRGPKYMA | MORTONS GAP             |
| KY | 265182 | BELL SOUTH | MRRYKYMA | MURRAY                  |
| KY | 265182 | BELL SOUTH | MTEDKYMA | MT EDEN                 |
| KY | 265182 | BELL SOUTH | MTSTKYMA | MT STERLING             |
| KY | 265182 | BELL SOUTH | MYFDKYMA | MAYFIELD                |
| KY | 265182 | BELL SOUTH | MYVLKYMA | MAYSVILLE               |
| KY | 265182 | BELL SOUTH | NEBOKYMA | NEBO                    |
| KY | 265182 | BELL SOUTH | NEONKYES | NEON                    |
| KY | 265182 | BELL SOUTH | NRVLKYMA | NORTONVILLE             |
| KY | 265182 | BELL SOUTH | NWHNKYMA | NEW HAVEN               |
| KY | 265182 | BELL SOUTH | OKGVKYES | OAK GROVE               |
| KY | 265182 | BELL SOUTH | OWBOKYMA | OWENSBORO               |
| KY | 265182 | BELL SOUTH | OWTNKYMA | OWENTON                 |
| KY | 265182 | BELL SOUTH | PARSKYMA | PARIS                   |
| KY | 265182 | BELL SOUTH | PDCHKYIP | PADUCAH IFORMATION PARK |
| KY | 265182 | BELL SOUTH | PDCHKYLO | PADUCAH LONE OAK        |
| KY | 265182 | BELL SOUTH | PDCHKYMA | PADUCAH KENTUCKY STREET |
| KY | 265182 | BELL SOUTH | PDCHKYRL | PADUCAH REIDLAND        |
| KY | 265182 | BELL SOUTH | PIVLKYMA | PINEVILLE               |
| KY | 265182 | BELL SOUTH | PKVLKYMA | PIKEVILLE               |
| KY | 265182 | BELL SOUTH | PKVLKYMT | PIKEVILLE META          |
| KY | 265182 | BELL SOUTH | PLRGKYMA | PLEASANT RIDGE          |
| KY | 265182 | BELL SOUTH | PMBRKYMA | PEMBROKE                |

|    |        |            |           |                  |
|----|--------|------------|-----------|------------------|
| KY | 265182 | BELL SOUTH | PNTHKYMA  | PANTHER          |
| KY | 265182 | BELL SOUTH | PNVLKYMA  | PAINTSVILLE      |
| KY | 265182 | BELL SOUTH | PRBGKYES  | PRESTONSBURG     |
| KY | 265182 | BELL SOUTH | PRTNKYES  | PRINCETON        |
| KY | 265182 | BELL SOUTH | PRVDKYMA  | PROVIDENCE       |
| KY | 265182 | BELL SOUTH | PRVLKYMA  | PERRYVILLE       |
| KY | 265182 | BELL SOUTH | PTRYKYMA  | PORT ROYAL       |
| KY | 265182 | BELL SOUTH | RBRDKYMA  | ROBARDS          |
| KY | 265182 | BELL SOUTH | RCMDKYMA  | RICHMOND         |
| KY | 265182 | BELL SOUTH | RLVLKYMA  | RUSSELLVILLE     |
| KY | 265182 | BELL SOUTH | RSTRKYES  | ROSE TERRACE     |
| KY | 265182 | BELL SOUTH | SCRMKYMA  | SACRAMENTO       |
| KY | 265182 | BELL SOUTH | SDVLKYMA  | SADIEVILLE       |
| KY | 265182 | BELL SOUTH | SEBRKYMA  | SEBREE           |
| KY | 265182 | BELL SOUTH | SHGVKYMA  | SHARON GROVE     |
| KY | 265182 | BELL SOUTH | SHVLKYMA  | SHELBYVILLE      |
| KY | 265182 | BELL SOUTH | SLGHKYMA  | SLAUGHTERS       |
| KY | 265182 | BELL SOUTH | SLPHKYMA  | SULPHUR          |
| KY | 265182 | BELL SOUTH | SLVSKYMA  | SALVISA          |
| KY | 265182 | BELL SOUTH | SNTNKYMA  | STANTON          |
| KY | 265182 | BELL SOUTH | SPFDKYMA  | SPRINGFIELD      |
| KY | 265182 | BELL SOUTH | SRGHKYMA  | SORGHO           |
| KY | 265182 | BELL SOUTH | SSVLKYMA  | SIMPSONVILLE     |
| KY | 265182 | BELL SOUTH | STCHKYMA  | ST CHARLES       |
| KY | 265182 | BELL SOUTH | STFRKYMA  | STANFORD         |
| KY | 265182 | BELL SOUTH | STGRKYMA  | STAMPING GROUND  |
| KY | 265182 | BELL SOUTH | STNLKYMA  | STANLEY          |
| KY | 265182 | BELL SOUTH | STONKYMA  | STONE            |
| KY | 265182 | BELL SOUTH | STRGKYMA  | STURGIS          |
| KY | 265182 | BELL SOUTH | SWSNKYMA  | SOUTH WILLIAMSON |
| KY | 265182 | BELL SOUTH | TRE NKYMA | TRENTON          |
| KY | 265182 | BELL SOUTH | TYVLKYMA  | TAYLORSVILLE     |
| KY | 265182 | BELL SOUTH | UTICKYMA  | UTICA            |
| KY | 265182 | BELL SOUTH | VIRGKYMA  | VIRGIE           |
| KY | 265182 | BELL SOUTH | WACOKYMA  | WACO             |
| KY | 265182 | BELL SOUTH | WDDYKYMA  | WADDY            |
| KY | 265182 | BELL SOUTH | WHBGKYMA  | WHITESBURG       |
| KY | 265182 | BELL SOUTH | WHVLKYMA  | WHITESVILLE      |
| KY | 265182 | BELL SOUTH | WLBGKYMA  | WILLIAMSBURG     |
| KY | 265182 | BELL SOUTH | WLCKKYES  | WALLINS CREEK    |
| KY | 265182 | BELL SOUTH | WLVLKYMA  | WEST LOUISVILLE  |
| KY | 265182 | BELL SOUTH | WNCHKYMA  | WINCHESTER       |
| KY | 265182 | BELL SOUTH | WNCHKYPV  | PILOT VIEW       |
| KY | 265182 | BELL SOUTH | WRFDKYMA  | WARFIELD         |

|    |        |            |          |            |
|----|--------|------------|----------|------------|
| KY | 265182 | BELL SOUTH | WSBGKYMA | WILLISBURG |
| KY | 265182 | BELL SOUTH | WSPNKYMA | WEST POINT |
| KY | 265182 | BELL SOUTH | WYLDKYES | WAYLAND    |

**Exhibit 2**

**Sample Sales Brochures**







# ASSURANCE

HOME PHONE SERVICES, INC.

## ARE YOU ON ANY OF THE FOLLOWING ASSISTED PROGRAMS ?

- Medicaid (Non Medicare)
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing (HUD/Section 8)
- Temporary Assistance to Needy Families (TANF)
- Low Income Home Energy Assistance Plan (LIHEAP)
- National School Free Lunch Program (FL & KY Only)



- 1st Month!
- Activation!
- Caller ID!
- Call Waiting!

# NO Credit Check! Deposit!

### Visit us on the Web or Call:

**1-888-888-8888** [www.AssuranceHomePhone.com](http://www.AssuranceHomePhone.com)

Fill Out This Form To Get Your One Month Of Free Phone Service  
No Postage Necessary. Required Fields Are in Red.

Last Name: \_\_\_\_\_ Last 4 Digits of SS#: \_\_\_\_\_

First Name: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### I HEREBY CERTIFY THAT I PARTICIPATE IN THE FOLLOWING PUBLIC ASSISTANCE PROGRAM(S):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Medicaid (Non Medicare)               | <input type="checkbox"/> Supplemental Security Income (SSI)         | <input type="checkbox"/> Low-Income Home Energy Assist. Program            |
| <input type="checkbox"/> Food Stamps                           | <input type="checkbox"/> Federal Public Housing Assist. (Section 8) | <input type="checkbox"/> Temp. Assist. to Needy Families (TANF)            |
| <input type="checkbox"/> Below Federal Poverty Level (FL & SC) | <input type="checkbox"/> Temporary Cash Assistance (TCA) (FL Only)  | <input type="checkbox"/> National School Free Lunch Program (FL & KY Only) |

I certify that I am a current recipient of the above program(s) and will notify my local telephone company when I am no longer participating in any of the above-designated program(s). I give permission to the duly authorized official(s) administering the above programs to provide to the local telephone company my participation status in any of the above program(s). I give this permission on the condition that the information on this form and any information about my participation in the above programs provided by officials be maintained by the company as confidential customer account information. I am aware that pursuant to Section 837.06, F.S., whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree.

I agree to these terms and conditions:  Agree

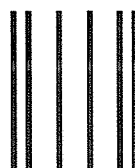
I authorize Assurance Home Phone Service, Inc. to be my local and long distance carrier for the above listed telephone number. I also understand that I will be billed for my telephone service by Assurance Home Phone Service, Inc.

I certify that I have received the link-up discount at this residence from another carrier and I am not eligible for the discount at this time.

**Assurane Home Phone Services, Inc.** provides the following basic telecommunications services throughout its designated service area:

- Single-party voice grade services with connectivity to the public switched network;
- Local exchange services including local usage free of per-minute charges;
- Dual Tone multi-frequency signaling;
- Access to emergency services;
- Access to operator services;
- Access to directory assistance;
- Toll blocking, 900 and 976 number blocking, and extended community calling blocking options without charge to qualified low-income customers.

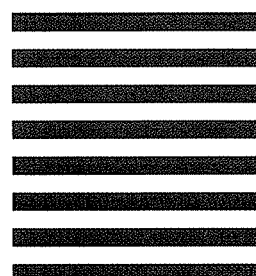
The nationwide switch to digital television broadcasting will be complete on June 12, 2009, but your local television stations may switch sooner. After the switch, analog-only television sets that receive TV programming through an antenna will need a converter box to continue to receive over-the-air TV. Watch your local stations to find out when they will turn off their analog signal and switch to digital-only broadcasting.



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO 139 OCALA FL

POSTAGE WILL BE PAID BY ADDRESSEE



**ASSURANCE HOME PHONE SERVICE**  
**XXXXXXXXXX**  
**XXXXXXX, XX XXXXX-XXXX**





# ASSURANCE HOME PHONE SERVICES, INC.

## YOU'RE QUALIFIED IF YOU RECEIVE!

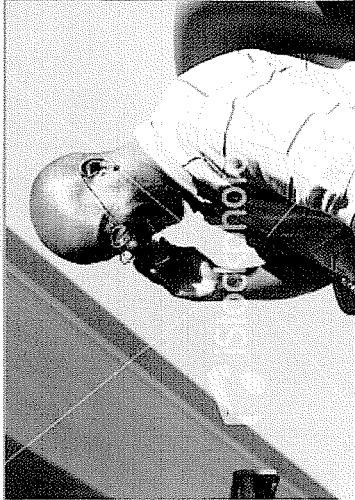
- Temporary Cash Assistance (TCA) (FL Only)
- Food Stamps
- Medicaid (Non Medicare)
- Low-Income Home Energy Assist. Program (LIHEP)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (Section 8)
- National School Lunch Program (NSL) (FL & KY Only)
- Below Federal Poverty Level (FL & SC Only)
- Temp. Assist. to Needy Families (TANF)

## PREMIUM SERVICE INCLUDES:

- Call Waiting
- Caller ID

## WE ALSO PROVIDE THESE BASIC SERVICES:

- Single-party voice grade services with connectivity to the public switched network
- Local exchange services including local usage free of per-minute charge
- Dual Tone multi-frequency signaling
- Access to emergency, operator & directory services
- Toll blocking, 900 & 976 blocking, and extended community calling blocking options without charge



# \$20.00 CREDIT

With our REFER-A-FRIEND PROGRAM! Get a \$20.00 credit on your bill for every person you sign up! It's that easy!

Call Us Today

**1-866-888-888**

Mail or Fax Filled Out Copies of the Form

**1-866-888-888**

Or Sign Up at:

**www.AssuranceHomePhones.com**

# 1st Month HOME PHONE SERVICE FREE NO credit check! NO deposit!

Fill Out & Mail This Form To Get Your One-Month-Of-Free-Phone-Service

No Postage Necessary Required Fields Are in Red.

Fill Out & Mail This Form To Get Your One-Month-Of-Free-Phone-Service

No Postage Necessary Required Fields Are in Red.

Last Name: \_\_\_\_\_ Last 4 Digits of SS#: \_\_\_\_\_

First Name: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_ Phone: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

City: \_\_\_\_\_

### I HEREBY CERTIFY THAT I PARTICIPATE IN THE FOLLOWING PUBLIC ASSISTANCE PROGRAM(S):

- Medicaid (Non Medicare)
- Supplemental Security Income (SSI)
- Food Stamps
- Federal Public Housing Assist. (Section 8)
- Below Federal Poverty Level (FL & SC)
- Low-Income Home Energy Assist. Program
- Temp. Assist. to Needy Families (TANF)
- National School Lunch Program (FL & KY Only)

I certify that I am a current recipient of the above program(s) and will notify my local telephone company when I am no longer participating in any of the above-designated program(s). I give permission to the duly authorized official(s) administering the above programs to provide to the local telephone company my participation status in any of the above program(s). I give this permission on the condition that the information on this form and any information about my participation in the above programs provided by officials be maintained by the company as confidential customer account information. I am aware that pursuant to Section 837.06, F.S., whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree.

### I agree to these terms and conditions: x

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# 1st Month HOME PHONE SERVICE

# FREE

**NO credit check!**

**NO deposit!**

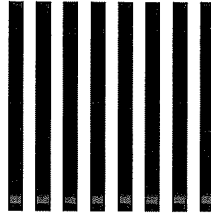


## STAY TOGETHER BY STAYING CONNECTED SIGN UP TODAY, FIRST MONTH FREE

Fill out this form and mail them back. *No postage necessary*



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

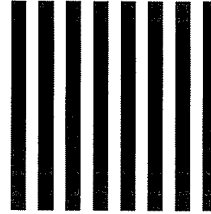
FIRST-CLASS MAIL PERMIT NO 139 OCALA FL

POSTAGE WILL BE PAID BY ADDRESSEE

**ASSURANCE HOME PHONE SERVICE**  
XXXXXXXXXXXXXX  
XXXXXX XX XXXXX-XXXX



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

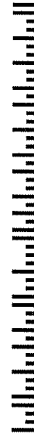


**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO 139 OCALA FL

POSTAGE WILL BE PAID BY ADDRESSEE

**ASSURANCE HOME PHONE SERVICE**  
XXXXXXXXXXXXXX  
XXXXXX XX XXXXX-XXXX





# ASSURANCE HOME PHONE SERVICES, INC.

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- Medicaid (Non Medicare)
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing (HUD/Section 8)
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- National School Free Lunch Program (FL & KY Only)



- 1st Month!
- Activation!
- Caller ID!
- Call Waiting!

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No Postage Necessary. Required Fields Are in Red.

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 Address Line 1: \_\_\_\_\_  
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 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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| <input type="checkbox"/> Food Stamps                           | <input type="checkbox"/> Federal Public Housing Assist. (Section 8) | <input type="checkbox"/> Temp. Assist. to Needy Families (TANF)            |
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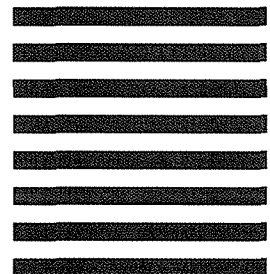
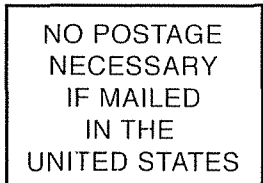
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The nationwide switch to digital television broadcasting will be complete on June 12, 2009, but your local television stations may switch sooner. After the switch, analog-only television sets that receive TV programming through an antenna will need a converter box to continue to receive over-the-air TV. Watch your local stations to find out when they will turn off their analog signal and switch to digital-only broadcasting.



POSTAGE WILL BE PAID BY ADDRESSEE

**ASSURANCE HOME PHONE SERVICE**  
**XXXXXXXXXX**  
**XXXXXXX, XX XXXXX-XXXX**



**Exhibit 3**

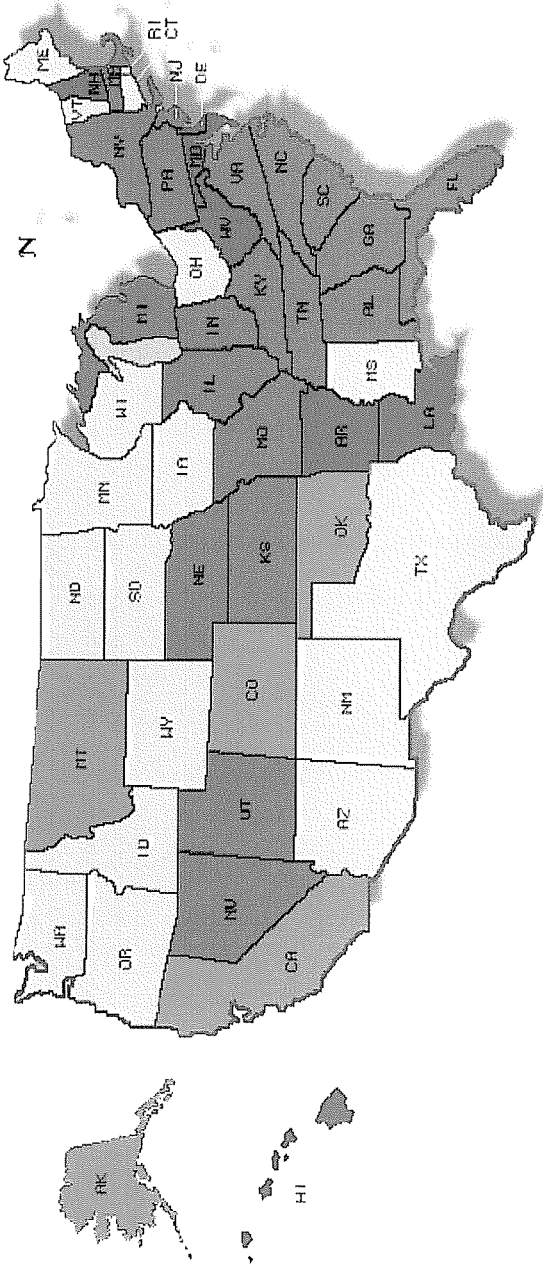
**2008 Lifeline Participation Rates by State and FCC News Release**





# 2008 Lifeline Participation Rates by State

- - Below 10%
- - 10%-20%
- - 20%-50%
- - Above 50%



6-10-09

**Notes:**

Due to the intricacy and range of criteria that are used to determine eligibility for the Lifeline program and the limitations of the data used, the methodology employed to create this map involves several estimates, assumptions, simplifications, and omissions. Therefore, the rates generated on this map should be treated as estimates only.

District of Columbia = Below 10%



# NEWS

Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D. C. 20554

News Media Information 202 / 418-0500  
Internet: <http://www.fcc.gov>  
TTY: 1-888-835-5322

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Circ 1974).

---

FOR IMMEDIATE RELEASE:  
September 14, 2009

NEWS MEDIA CONTACT:  
Rosemary Kimball (202) 418-0511  
Email: [rosemary.kimball@fcc.gov](mailto:rosemary.kimball@fcc.gov)

## FCC SUPPORTS “NATIONAL LIFELINE AND LINK UP TELEPHONE DISCOUNT AWARENESS WEEK” - SEPTEMBER 14 – 20, 2009

WASHINGTON, DC -- Today, the Federal Communications Commission (FCC) joined the effort to call attention to the “National Lifeline and Link Up Telephone Discount Awareness Week,” which takes place September 14 – 20, 2009. Various state and local agencies throughout the country will be participating with outreach activities and events. The “Lifeline” and “Link Up” programs provide financial assistance to low-income consumers in connecting a residential phone line and paying their monthly bill. The programs have been active for years and are administered by the FCC and state public utility commissions, but at least half of eligible consumers nationwide do not take advantage of this assistance.

“Lifeline” involves discounts on monthly charges for a primary residential telephone line, including wireless service. “Link Up” involves a discount on the cost of initiating the primary telephone service for a residence, including the activation of a wireless phone that serves as the primary residential telephone. The discounts are available throughout the country, including an enhanced discount on Tribal lands. In general, consumers at or below 135% of the federal poverty guidelines, or who participate in one or more of a number of other assistance programs, are eligible for Lifeline and Link Up.

To help call attention to the availability of these programs, the FCC joins the National Association of Regulatory Utility Commissioners (NARUC) and the National Association of State Utility Consumer Advocates (NASUCA), and urges government agencies and non-profit organizations to help disseminate information on Lifeline and Link Up to their constituents. More information about the programs and how to apply is available at [www.lifeline.gov](http://www.lifeline.gov) or <http://www.usac.org/li/low-income/apply-for-support.aspx>.

-- FCC --