



221 E. Fourth St.
P.O. Box 2301
Cincinnati, Ohio 45201-2301

June 28, 2010

Ms. Tiffany Bowman
Division of General Counsel
The Public Service Commission of Kentucky
211 Sower Boulevard
Frankfort, KY 40602

RECEIVED

JUN 29 2010

PUBLIC SERVICE
COMMISSION

RE: White Pages Report in Accordance with Case No. 2009-00029

Dear Ms. Bowman:

Cincinnati Bell Telephone Company LLC ("CBT") submits six copies of the enclosed report in accordance with Finding 4 of the Commission Order issued April 20, 2009 in Case No. 2009-00029. In accordance with Finding 4, this report addresses the number of subscribers who received printed directories, advertising and promotion of the new white pages options, and complaints CBT received as a result of changing white pages distribution practices. In accordance with the Order, CBT is simultaneously submitting a copy of this report to the Office of the Attorney General.

Any questions regarding this report should be directed to me at 513-397-6858 or by e-mail at bob.wilhelm@cinbell.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Wilhelm, Jr.", written in a cursive style.

Robert W. Wilhelm, Jr.
Regulatory Pricing Manager

cc: Mr. Dennis Howard
Office of the Attorney General

RECEIVED

JUN 29 2010

PUBLIC SERVICE
COMMISSION

Cincinnati Bell Telephone Company

Report to
The Public Service Commission of Kentucky
Regarding
White Pages Distribution

Case No. 2009 - 00029

June 2010

Introduction

Cincinnati Bell Telephone Company LLC (“CBT”) filed a petition before the Public Service Commission of Kentucky (“the Commission”) on January 26, 2009 seeking a declaratory ruling of compliance for a new plan to provide white pages information. Under this plan, CBT would no longer automatically distribute printed white pages directories to all subscribers. Rather, CBT would provide an internet-based electronic white pages at no charge, and allow subscribers to receive a printed copy of the white pages directory, at no charge, upon request. The Commission found that CBT’s new plan was in compliance with KRS 278.541, per Order issued on April 20, 2009 in Case No. 2009-00029. CBT implemented this plan in late May 2009 with the issuance of the new Cincinnati Bell Area Alphabetical Directory (“white pages”) for 2009 - 2010.

While the Commission found CBT’s plan to be in compliance with House Bill 377, the Commission placed certain requirements upon CBT’s plan to ensure that the subscriber base was adequately notified and protected during the course of this change in white pages distribution. Specifically, Finding 4 of the April 20 Order requires that:

CBT shall submit an original and five copies of a report to the Commission, with a copy to the AG, no later than June 30, 2010 with the following information:

- a. The number of Kentucky subscribers who received free copies of the printed white pages directory from June 2009 to June 2010.
- b. Details of the advertising campaign used by CBT to inform subscribers of CBT’s electronic directory and the continuing availability of its printed directory.
- c. Details of complaints made by CBT subscribers or competitive local exchange carriers directly related to CBT’s change of the white pages directory distribution method.

This report is being submitted in compliance with this finding. Each of the requirements noted above are addressed individually, in order, in the remainder of this report.

The number of Kentucky subscribers who received free copies of the printed white pages directory from June 2009 to June 2010

The demand for printed white pages directories was significantly less than CBT anticipated when filing its application to change its white pages distribution plan. In the first year of CBT's new white pages distribution plan, CBT distributed approximately 97% fewer books than in the previous year. The number of subscribers who chose to receive printed directories was only approximately 3%.

Historically, CBT provided the same white pages directory to everyone within CBT's tri-state (Indiana, Kentucky, and Ohio) operating area. This directory is titled "Cincinnati Bell Area Alphabetical Directory" and includes listings for all of CBT's subscribers who do not choose to keep their listings private as well as listings for any provider that has a directory agreement with CBT.¹ In the year before approval of CBT's new white pages distribution plan, CBT printed approximately 950,000 copies of the 2008 - 2009 Cincinnati Bell Area Alphabetical Directory. After receiving regulatory approval to change white pages distribution practices in Kentucky and Ohio,² CBT printed approximately 150,000 copies of the 2009 - 2010 Cincinnati Bell Area Alphabetical Directory. CBT distributed fewer than 30,000 of these directories throughout its tri-state operating area. Over 120,000 directories never left CBT's warehouses and were ultimately recycled.

CBT estimates that approximately 5,000 Kentucky subscribers received printed copies of CBT's 2009 - 2010 white pages. This total includes subscribers to Insight Communications telephone service as well as any wireless only subscriber who wanted a printed directory. While CBT does not know how many customers have service from other providers or how many people are wireless only, the population in CBT's Kentucky operating area has not changed dramatically in recent years. Based on access line counts before the growth in competitive local telephone services, CBT estimates that 5,000 subscribers equates to approximately 3% of the businesses and households in CBT's Kentucky service area.

CBT received 669 requests between May 2009 and May 2010, either by phone or on-line, to deliver copies of the printed 2009 - 2010 white pages to Kentucky addresses.³ Almost all (96%) of these requests were for a single directory. In total, these customers requested 864 printed directories. The number of requests for printed directories has increased somewhat in June 2010 with distribution of the bill insert explaining how to obtain a printed copy of the 2010 - 2011 Cincinnati Bell white pages. Between June 4, 2010, and June 18, 2010, CBT received 36 requests from Kentucky locations for printed directories. While the total requests for June projects to be higher than in recent months, clearly the number of customers who may have used their printed directories for two years and want to replace those printed directories with new directories is quite small.

¹ Insight Communications is the primary source of other provider listings in Kentucky for CBT's white pages.

² Indiana's regulations did not require CBT to seek formal approval to change its white pages distribution practices.

³ May 2009 to May 2010 covers the period when CBT was distributing the 2009 - 2010 white pages and began promoting the new white pages options, e.g. CBT sent the first bill inserts regarding this change in May 2009. In accordance with Finding 1 of the Commission's April 20 Order, CBT provided printed copies of the 2010 - 2011 white pages in June 2010 to each of the subscribers who requested a printed white pages between May 2009 and May 2010.

CBT does not know precisely how many customers picked up printed directories, but the number is relatively small. CBT distributed fewer than 25,000 printed directories at locations throughout its serving area. CBT did not track the number of directories sent to each location, so CBT does not know how many of these books went to Kentucky locations or Kentucky customers. However, CBT estimates that it is less than 5,000. Historically, approximately 20% of CBT's customer base is in Kentucky. Furthermore, approximately 16% of the requests CBT received to deliver directories were for Kentucky addresses.⁴ Using these percentages, the number of printed directories distributed by stores and agents located in Northern Kentucky is approximately 4,000 to 5,000.⁵ As with the delivered directories, the number of subscribers receiving directories is somewhat smaller because some people would have picked up multiple copies. Combining this subscriber estimate with the 669 subscribers who requested printed directories, CBT estimates that the total number of Kentucky subscribers who received printed copies of the 2009 - 2010 white pages is within a range of 4,500 to 5,500, or approximately 5,000 based on the midpoint of the range.

⁴ The difference in these percentages likely reflects market differences. For example, CBT serves proportionally more business lines in Ohio, and the two states are served by different cable television companies which provide different competitive offerings and have different market shares.

⁵ CBT has no way of knowing the service provider of those who picked up directories, but certainly some people who picked up directories received service from Insight Communications, Vonage, or other landline competitors, or only had service through their wireless provider.

Details of the advertising campaign used by CBT to inform subscribers of CBT's electronic directory and the continuing availability of its printed directory.

CBT focused its advertising and promotion of the new on-line white pages and the change in white pages distribution on May and June 2009 - the time when CBT would have traditionally distributed printed white pages to all of its customers. Additionally, local news media, including newspapers and television, had prominent coverage of this change. Any one who lived in CBT's Kentucky service area should have been aware of the new white pages distribution process, CBT's on-line white pages, and how to receive a printed directory for free.

CBT sent bill inserts regarding the new white pages options to all of its customers in either May or June, 2009. CBT again sent bill inserts to all of its customers regarding the white pages options in either May or June 2010.⁶ These inserts briefly explained CBT's efforts to "Go Green," how to access the on-line White Pages, and how to obtain a copy of the printed white pages, if desired - either by ordering on-line, calling CBT, or picking up a directory in person.⁷ CBT timed these inserts to be approximately at the same time of year as subscribers would have automatically received copies of the printed white pages in the past. Copies of the 2010 bill inserts are included in Attachment 1.⁸

CBT provided electronic notification of the white pages changes to many of its customers prior to sending the bill inserts. CBT sent an electronic newsletter in April 2009 to all e-mail and text addresses associated with Cincinnati Bell subscribers, including landline and wireless that had appropriate data plans. The newsletter provided a brief description of the white pages changes, a link to <http://www.cincinnati-bell.com/whitepages> (which is described later in this section) and a link to a "Learn more" section. A copy of the "Learn more" section is included in Attachment 2. Approximately 438,000 addresses received this message, companywide.⁹

CBT has numerous web locations that provide information regarding the white pages options. CBT created <http://www.cincinnati-bell.com/whitepages> to promote these options. This page connects a user to the on-line white pages and provides instructions regarding where to pick up a printed white pages or how to get home delivery.¹⁰ The [cincinnati-bell.com](http://www.cincinnati-bell.com) home page has a link, currently listed as "White Pages," to this page. [Zoomtown.com](http://www.zoomtown.com)¹¹ also provides a connection to the on-line white pages and information regarding how to obtain a printed white pages. Finally, CBT created <http://www.cincinnati-bell.com/greenpages> to promote the "green" aspects of the white pages changes and to allow customers to order the printed white pages.

⁶ Customers with on-line billing have a link whereby they can retrieve previous months' bill inserts, so these customers can refer to the white pages bill inserts as needed, after receiving their bills.

⁷ In addition to the methods listed in the bill insert, large business customers can order printed directories through their account managers. CBT provided white pages ordering information to all of its Business Sales Team during the last two weeks of May, 2009 as part of weekly product updates.

⁸ The 2009 and 2010 bill inserts are the same except for the list of Cincinnati Bell store locations which changed slightly from 2009 to 2010.

⁹ The location of the recipient cannot be determined by the e-mail address, and some households would have received more than one copy of the message, so the number of Kentucky subscribers receiving this message cannot be determined.

¹⁰ Anyone, whether or not they are a CBT customer, may request printed directories by calling the telephone numbers CBT established to order directories or using CBT's on-line processes to request printed directories.

¹¹ ZoomTown is Cincinnati Bell's high speed (ADSL) internet service.

To better reach customers who may not be connected to the internet or use information services, Cincinnati Bell has underwritten announcements on Public Radio WMKV since June, 2009. CBT chose WMKV because their target demographics include listeners age 60 and older - a group CBT expected would be more likely to want printed white pages. CBT receives a minimum of nine announcements per week for its support.¹² The following is current copy for these announcements.

Program support comes from the new Digital White Pages from Cincinnati Bell. Cincinnati Bell has turned the White Pages green. You may now access your White Pages listings online at Zoomtown dot com. Printed copies of the White Pages are also available for pickup at any Cincinnati Bell store location. Or, to have a book shipped to you, the number is 566-BOOK. That's 513-566-2665.

Consumers also received information regarding the changed white pages distribution from various television stations, radio stations, and newspapers that ran stories after this change was approved. For example, WCPO TV (Channel 9) included information on their newscast as part consumer reporter John Materese's "Don't Waste Your Money" segment. The following is a link to the on-line story that accompanied this report.

http://www2.wcpo.com/dpp/money/consumer/dont_waste_your_money/Cincinnati-Bell-to-Stop-Phone-Book-Delivery

The Cincinnati Enquirer ran a front page article on January 8, 2009 after the Public Utilities Commission of Ohio approved CBT's request to change white pages distribution. This article was titled "Slide rules, typewriters ... now the White Pages" with the header "Want a phone book? You'll have to ask." The Cincinnati Enquirer also ran an article regarding the change in its business section on January 7, 2009. Copies of these articles are included in Attachment 3. Changing white pages distribution was also covered nationally. USA Today published an article on April 28, 2009 - shortly after the Commission approved CBT's request - that began by focusing on Cincinnati Bell's recent approvals to change to request only delivery. This article is titled "Some companies to stop delivering printed White Pages" and can be accessed at:

http://www.usatoday.com/money/industries/telecom/2009-04-28-whitepages_N.htm

Finally, Cincinnati Bell made printed white pages directories available through many of its wireless distributors, including two locations in Florence, Kentucky; single locations in Alexandria, Cold Spring, Highland Heights, Latonia, and Newport, Kentucky; and numerous locations in Ohio. These locations not only provided more options for customers to pick up white pages, but also provided an additional channel for customers to understand that white pages distribution had changed.

¹² The number of announcements in September and October 2009 was approximately 4.5 per week because the white pages announcement rotated with another announcement.

Details of complaints made by CBT subscribers or competitive local exchange carriers directly related to CBT's change of the white pages directory distribution method.

CBT did not receive any complaints from competitive local exchange carriers regarding the change in white pages distribution practices. The only feedback CBT received from other providers were informational questions to help the providers better understand the new process.

Cincinnati Bell's business office service representatives, field technicians, and store sales representatives were generally able to address any questions or concerns that CBT's customers had regarding the change in CBT's white pages distribution method. CBT did not receive any regulatory complaints regarding the new white pages distribution process. Furthermore, Cincinnati Bell's Executive Office Team, which addresses most complaint escalations, has handled only eleven escalations regarding white pages distribution practices, in total, since May 2009. Only one of these eleven complaints was from a Kentucky resident. This customer had already requested delivery of a printed white pages but wanted to express her concern that she thought no white pages delivery was unfair to the elderly.

The relatively small number of complaints is also reflected in the calls to the telephone numbers that CBT established for customers to request printed directories through an automated system. Based on feedback from people calling these numbers, CBT added an option in June 2009 to allow callers to leave messages with any questions or concerns regarding the new white pages distribution process. Kentucky customers left 280 messages on these numbers between July 2009 and June 2010. Approximately two-thirds of these messages were from customers who wanted printed directories but did not order them using automated systems. Only 33 of the calls were complaints where the customer did not like the new process, did not have a computer, or wanted to talk with a service representative. A more detailed summary of these calls is shown in Attachment 4.

Overall, customers seem to have readily accepted the change in white pages distribution practices. Few customers requested printed directories and few customers escalated concerns with the new process. At the same time, use of CBT's on-line white pages grew significantly. The number of page views increased 36% from May 2009 to July 2009 - the time when CBT most heavily promoted the white pages changes. Furthermore, people using the on-line white pages are satisfied based on the ongoing usage and requests for printed directories. The average monthly usage (page views) of CBT's on-line white pages has increased slightly since July 2009 while the number of people requesting printed directories has remained small. In other words, people who try the on-line white pages appear satisfied and do not request a printed directory after trying the on-line version.

Conclusion

Eliminating automatic distribution of printed white pages and emphasizing CBT's internet based alternative has been more successful than CBT anticipated. The demand for printed directories was less than CBT projected with approximately 5,000 subscribers or 3% of the population in CBT's Kentucky service area receiving printed directories. CBT received few complaints regarding the new process, and use of CBT's on-line white pages increased significantly.

All of the benefits that CBT anticipated with the new process were fulfilled, and these benefits were recognized by the news media with both local and national stories regarding this change. Specifically, this process is environmentally friendly, is less costly, provides users with up-to-date information for free, and is forward-thinking. As noted in the media, eliminating printed directories is a growing trend that keeps pace with technological advances and a "greener" society.

Attachment 1

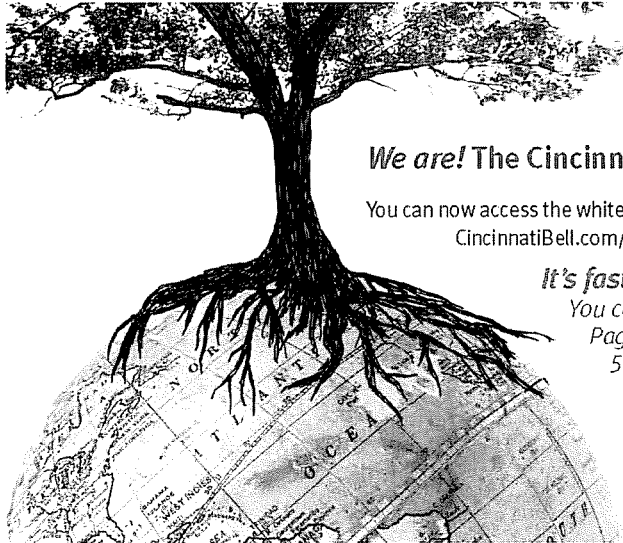
Bill Inserts

1. Residence Insert to Monthly Bills
2. Business Insert to Monthly Bills

Note: CBT sent bill inserts to all of its customers in either May or June, 2009, and again in May or June, 2010. CBT sent the same inserts in both years, except for updates to the Cincinnati Bell store locations.

1. Residence Insert to Monthly Bills

Front



R U GREEN?

We are! The Cincinnati Bell White Pages has gone green!

You can now access the white pages online with just a click, visit ZoomTown.com or CincinnatiBell.com/whitepages. Also available on your Cincinnati Bell Wireless phone.*

It's fast, it's current and it's free!

You can pick up a free copy of the printed Cincinnati Bell White Pages by visiting a Cincinnati Bell store near you or by calling 513.566.BOOK (2665).

(See store locations on back.)

Cincinnati Bell™

*data charges may apply.

Back

Cincinnati Bell™ Store Locations

Atrium One (Lobby)
201 E. 4th St.
Downtown Cincinnati
513-397-9548

Bridgewater Falls
3425 Princeton Rd.
513-863-0559

Crestview Hills
2895 Dixie Hwy
859-331-1000

Eastgate Mall
4601 Eastgate Blvd.
513-943-4301

Florence Mall
2028 Florence Mall
859-372-5300

Jungle Jim's
Near Cash Registers
513-858-2030

Kenwood
Jos. A. Bank Centre
7565 Kenwood Rd.
513-936-5700

Hyde Park Plaza
3880 Paxton Ave.
513-979-5200

Lebanon
1525 Genntown Dr.
513-228-2228

Mason
Deerfield Township Ctr.
5325 Deerfield Blvd.
513-229-8384

Middletown
3363 Pendleton Cir.
513-425-9695

Northgate Mall
9597 Colerain Ave.
513-741-5600

Tri-County
11332 Princeton Pk.
513-612-5300

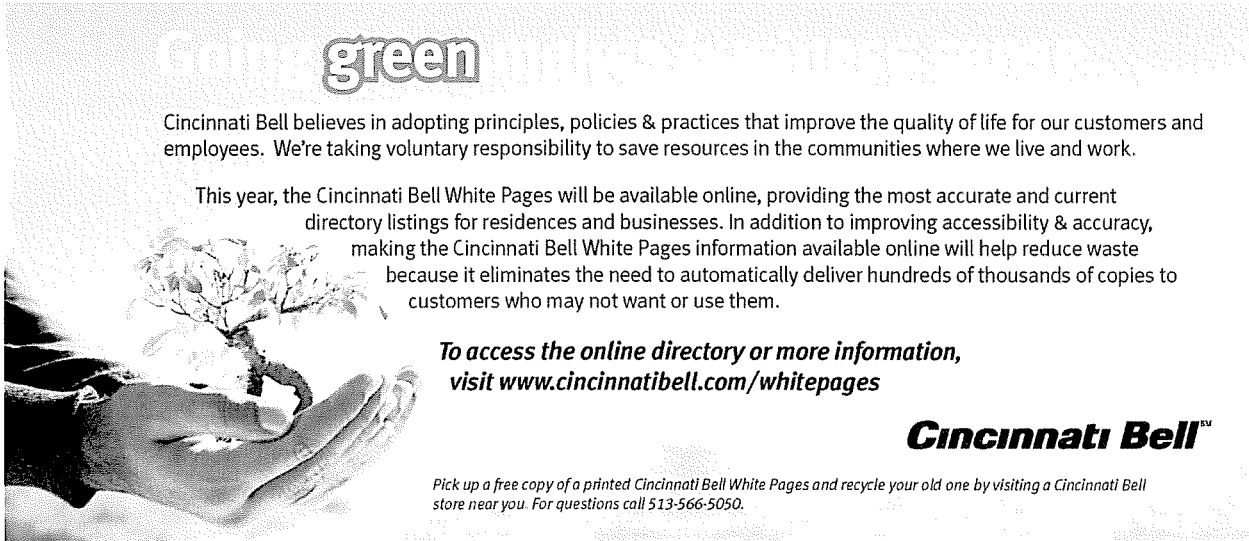
West Chester Plaza
7842 Cox Rd.
513-759-2628

Western Hills
5098 Glencrossing Way
513-347-5900

Note: Shown smaller than actual size of 3 ¼ x 7 ½.

2. Business Insert to Monthly Bills

Front



Going green

Cincinnati Bell believes in adopting principles, policies & practices that improve the quality of life for our customers and employees. We're taking voluntary responsibility to save resources in the communities where we live and work.

This year, the Cincinnati Bell White Pages will be available online, providing the most accurate and current directory listings for residences and businesses. In addition to improving accessibility & accuracy, making the Cincinnati Bell White Pages information available online will help reduce waste because it eliminates the need to automatically deliver hundreds of thousands of copies to customers who may not want or use them.

To access the online directory or more information, visit www.cincinnati-bell.com/whitepages

Cincinnati Bell™

Pick up a free copy of a printed Cincinnati Bell White Pages and recycle your old one by visiting a Cincinnati Bell store near you. For questions call 513-566-5050.

Back

Cincinnati Bell™ Store Locations

Atrium One (Lobby)
201 E. 4th St.
Downtown Cincinnati
513-397-9548

Bridgewater Falls
3425 Princeton Rd.
513-863-0559

Crestview Hills
2895 Dixie Hwy.
859-331-1000

Eastgate Mall
4601 Eastgate Blvd
513-943-4301

Fairfield
Inside Jungle Jims
5440 Dixie Highway
513-858-2030

Florence Mall
2028 Florence Mall
859-372-5300

Kenwood
Jos. A. Bank Centre
7565 Kenwood Rd
513-936-5700

Hyde Park Plaza
3880 Paxton Ave.
513-979-5200

Lebanon
1525 Genntown Dr.
513-228-2228

Mason
Deerfield Township Ctr.
5325 Deerfield Blvd.
513-229-8384

Middletown
3363 Pendleton Cir.
513-425-9695

Mt. Washington
Inside Kroger
2120 Beechmont Ave.
513-231-7600

Northgate Mall
9597 Colerain Ave.
513-741-5600

Tri-County
11332 Princeton Pk.
513-612-5300

West Chester Plaza
7842 Cox Rd.
513-759-2628

Western Hills
5098 Glencrossing Way
513-347-5900

Note: Shown smaller than actual size of 3 ¼ x 7 ½.

Attachment 2

Electronic Newsletter to Cincinnati Bell Customers

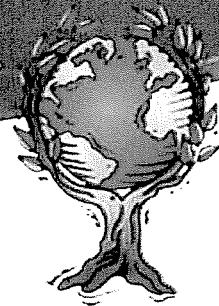
“Learn More” Link from Electronic Newsletter Section Titled
“The White Pages are now online”

If you are having trouble viewing this email, [click here](#)



Cincinnati Bell

THE WHITE PAGES ARE NOW ONLINE.



- MY ACCOUNT
- PRICED FOR LIFE
- ZOOMTOWN™
- WIRELESS
- HOME PHONE
- DIRECTV®
- COMPLETE PROTECTION
- CB LEARN
- CINCINNATIBELL.COM
- CUSTOMER SUPPORT

Are you green? We are! Instead of receiving the White Pages book, you can find friends and restaurants fast — online. Everything is just a click away.

Find local phone numbers and more at zoomtown.com and cincinnatiBell.com

You'd be surprised just how easy it is to find information on local restaurants, businesses, neighbors, and more. Just type a name, hit the search button, and voila — you'll have instant results. You can even narrow down results with "Advanced Search."

Check out Cincinnati Bell White Pages now. Go to:

White_pages@zoomtown.com

White_pages@cincinnatiBell.com

Cincinnati Bell White Pages

[Person Search](#)
 [Reverse Search](#)
 [Business Search](#)
 [Govt Search](#)

First Name: _____ Last Name: _____

Advanced Search

*required field

It's easy to find what you want!

"Having the simple-to-use Cincinnati Bell White Pages online version is good for our valued customers and good for the environment," says Brian Duerring, Director of Sales and Operations. "The feedback has been very positive on our decision to go green."

Do you miss having a printed copy of the White Pages? No problem — just head to your local Cincinnati Bell store to pick one up. While you're at it, feel free to bring your old phone books so we can recycle them!

4 TIPS TO MAKE YOUR LIFE GREENER

- 1) Unplug your wireless phone charger when it's not in use. You'd be surprised just how much energy you'd save.
- 2) Bring your own tote bags to the supermarket to pack your groceries, rather than using the store's plastic bags.
- 3) Replace incandescent bulbs with compact fluorescent light bulbs.
- 4) Recycle, recycle, recycle! Know what you can and can't recycle in your area by visiting [Hamilton County Solid Waste Management](#) or [Northern Kentucky Solid Waste Management](#).

We're doing our part, too! In addition to putting our White Pages online, Cincinnati Bell has a number of green initiatives under way. Including our new, company-wide recycling program kicking off on Earth Day. So join us in making life a little bit greener.

Learn about

PRICED FOR LIFE

[Click here](#)



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Attachment 3

Cincinnati Enquirer Newspaper Articles

1. January 8, 2009 - Front Page Story
2. January 7, 2009 - Business Section

1. Cincinnati Enquirer - January 8, 2009, Front Page

Ohio News Bureau
2445 St. Clair Ave
Cleveland OH
44114

216.241.0675

Publication:
Cincinnati Enquirer

Circulation:
225342

County:
Hamilton
Cincinnati, OH

1/8/2009
CIN
2547

514
Hrs Business To
Business
Keyword:
Cincinnati
Bell White Pages



1457867

WANT A PHONE BOOK? YOU'LL HAVE TO ASK

Slide rules, typewriters ... now the White Pages

By Mike Boyer
mboyer@enquirer.com

Rising environmental sensitivity and the Internet may soon make that dog-eared Cincinnati Bell White Pages directory a thing of the past.

The Public Utilities Commission of Ohio on Wednesday unanimously approved allowing Bell's recently launched online White Pages at Zoomtown.com to be its preferred method of directory assistance.

Bell, which distributes about 1 million White Pages annually, still will make printed books available, but customers will have to ask for one.

The action comes amid growing environmental opposition over printing millions of pages of telephone directories. Legislation has been introduced in several states to limit distribution of phone directories only to customers who request them.

The action affects only Bell's White Pages and not the Yellow

Pages, which is advertiser supported.

Bell, asked for the change in late October, said it was investigating environmental initiatives and that its research found many customers didn't use the printed book that often.

Bell said Wednesday it was pleased with the decision. "This is an environmentally



Migóca-Ostrander

friendly initiative, designed to meet our customers' needs and preferences in gathering information," the company said in a statement.

The Ohio Consumers' Counsel opposed the change, saying it was too restrictive. "Given that many consumers continue to rely on printed white page directories, we are concerned that making the printed directory available only by request will cause some consumers to not receive information they want and

need," said Janine Migóca-Ostrander, Consumers' Counsel. The commission granted the change on the condition that Bell conduct an "extensive informational campaign," advise customers annually that they can request a free, printed directory, and deliver directories to customers rather than requiring that a customer pick up a directory at a Cincinnati Bell store.

Bell said it would implement the change with the new White Pages set for distribution in June.

2. Cincinnati Enquirer - January 7, 2009, Business Section

Ohio News Bureau
2445 St. Clair Ave
Cleveland OH
44114

216.241.0675

Publication:
Cincinnati Enquirer

Circulation:
225342

County:
Hamilton
Cincinnati, OH

1/7/2009
6
9020

514
Hrs Business To
Business
Keyword:

+24.35Cincinnati
Bell's familiar
White

{bunbna1}
1365674

BUSINESS SUMMARY

Nordstrom Rack to open in Rookwood Pavilion

Nordstrom Rack, a discount arm for Nordstrom, plans to open a store in September at Rookwood Pavilion in a former Sofa Express, the company announced Tuesday. The 35,000-square-foot store represents a \$3 million investment, said Mark F. Fallon, vice president of real estate for Jeffrey Anderson Real Estate, developer of Rookwood Commons/Rookwood Pavilion. "You're not going to get many announcements of a store opening in this economy," Fallon said. "This is a big deal." Nordstrom Rack sells apparel that was for sale at Nordstrom but usually at a significant discount. The new store, which will be just west of an existing Steinmart, is about the same size as a nearby T.J. Maxx store at the lifestyle center. The opening of the local Nordstrom Rack is timed to coincide with the opening of a Nordstrom at Kenwood Towne Centre in Sycamore Township, Fallon said.

— John Eckberg

Cincinnati Bell seeks to end printed White Pages for online directory

Cincinnati Bell's familiar White Pages directory could become less common under a proposal before the Public Utilities Commission of Ohio today. Bell has asked for a waiver from the state's minimum service standards requiring automatic distribution of a printed White Pages directory to all customers. Instead, Bell has asked the commission to approve its Web-based electronic White Pages as the preferred means of directory information. Customers would have to request a printed directory. "CBT believes that most customers seldom use the White Page directory and that a sizeable and growing number of customers find the paper directory unnecessary," the company said in an October filing. Bell said the electronic directory, available for download at Zoomtown.com, is updated consistently, versus once a year for the printed directory. But in a filing Tuesday, the Ohio Consumers' Counsel called Bell's proposal too restrictive. Instead, the OCC said Bell should be required to conduct an "opt out" campaign for those who don't want the printed directory. Bell prints about one million copies of the White Pages annually, about 800,000 for its Ohio service area. The company is considering a similar filing with the Kentucky Public Service Commission, a spokeswoman said.

— Mike Boyer

P&G, Fruit of the Earth settle infringement lawsuit

Procter & Gamble and Fruit of the Earth have reached a settlement in a patent infringement lawsuit that P&G filed in December 2007 against Fort Worth, Texas-based Fruit of the Earth. The lawsuit, filed in federal court in Cincinnati, involved P&G's Olay Regenerist brands. The parties agreed to a consent judgment in which Fruit of the Earth recognized the validity of P&G's rights in the Olay Regenerist trade dress, or visual appearance of the product, and certain of P&G's patent rights identified in the lawsuit, P&G said. Fruit of the Earth, which distributes skin care products, has also agreed to change its product offerings. The remaining terms were not disclosed.

— David Holthaus

Cricket signs deal for Convergys to manage new billing system

Convergys Corp. announced Tuesday that Leap Wireless International Inc., the parent company of Cricket Communications Inc., a leading provider of unlimited wireless services, had signed a multi-year managed-services agreement with Convergys for the implementation and ongoing management of its new billing system. Financial details were not released. To help facilitate a seamless transition of customer billing from its current provider, VeriSign, to Convergys, Leap also announced that Cricket purchased VeriSign's billing system software and simultaneously entered into a transition services agreement with Convergys for billing services using the existing VeriSign software until the conversion to the new system is complete. Shares in downtown-based Convergys closed at \$7.73, up 67 cents or 8.5 percent.

— Staff report

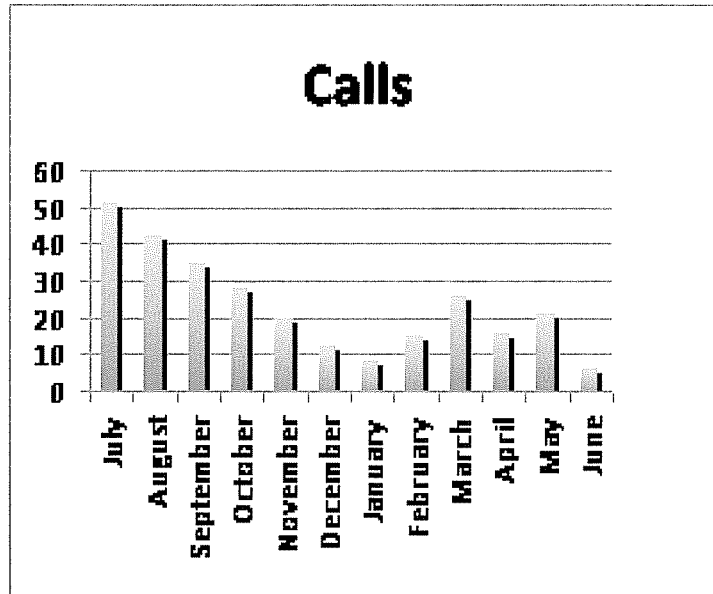
Attachment 4

Calls to Cincinnati Bell White Pages Telephone Numbers

Voice Mail Messages from Kentucky Residents and Businesses
Distribution of Reason for Call

**Calls to Cincinnati Bell White Pages Telephone Numbers
Voice Mail Messages from Kentucky Residents and Businesses**

Month	Calls
July 09	51
August	42
September	35
October	28
November	20
December	12
January 10	8
February	15
March	26
April	16
May	21
June 10	6
Total	280



Calls	%	Reason
185	66%	Requested White Pages, didn't use automated system
48	17%	Wanted Yellow Pages
26	9%	Did not like new non-delivery / no computer
7	3%	Wanted to speak with customer service
7	3%	Inaudible, not speaking clearly
6	2%	Wanted to change how listing appeared online
1	0%	Looking for Yellow Pages customer service

Note: Data report as of June 18, 2010.