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December 17, 2021

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PUBLIC SERVICE  
COMMISSION

Ms. Linda C. Bridwell, P.E.  
Executive Director  
Kentucky Public Service Commission  
P.O. Box 615  
Frankfort, KY 40602-0615

**Re: *Boomerang Wireless, LLC d/b/a enTouch Wireless***  
***Case No. 2012-00422***

Dear Ms. Bridwell:

This letter is to notify the Kentucky Public Service Commission that effective immediately, Boomerang Wireless, LLC d/b/a enTouch Wireless (“enTouch Wireless”) has implemented updates to its free Lifeline plan and is offering additional Lifeline options with a monthly co-pay. This Lifeline plan remains compliant with the Minimum Service Standard (“MSS”) and with federal and state Eligible Telecommunications Carrier regulations.

The updated Lifeline Free plan, which is designated as the 1000 Bundled Voice Plan, offers 1000 voice minutes, 500 text units, and 100 MB of broadband data. Data is 3G/4G/LTE based on network availability and device capability. Voice minutes, text units, and Broadband data top ups may be purchased. Information regarding these options and their pricing can be found at [www.enTouchwireless.com/top-up](http://www.enTouchwireless.com/top-up). The customer provides his or her own device as the plan does not include a device. Lifeline minutes, texts and data are automatically posted each month on the Lifeline customer’s service date. There is no rollover of minutes, texts, or data. Any unused minutes, texts, or data will expire on the next month’s monthly service date. Services are for personal use only. All usage is subject to enTouch’s Acceptable Use Policy.<sup>1</sup>

Boomerang also offers customers several optional plan upgrades with minimal copays including certain added features: unlimited texts (\$1.00 copay); 1200 minutes, unlimited texts and 250 MB data (\$5.00 copay); 1200 voice, unlimited texts and 1 GB data (\$10.00 copay); unlimited talk and text plus 4.5 GB data (\$25.00 copay); unlimited talk and text plus 5 GB data

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<sup>1</sup> For this policy and all terms of service, see <https://entouchwireless.com/terms-of-service>

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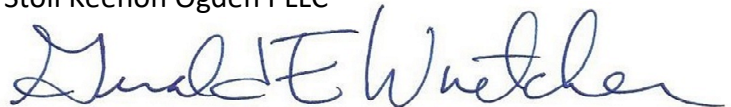
(\$26.00 copay); or unlimited talk and text plus 6 GB data (\$30.00 copay). Descriptions of the updated plan offerings are set forth in the attachment to this letter.

Currently all enTouch Wireless's subscribers in Kentucky are on the enTouchWireless KY Unlimited Voice and Text Plan, which provides for unlimited voice and text service plus 1 GB of data and which complies with the service terms set forth in the Public Service Commission's Order of July 10, 2020 for enhanced Lifeline customer payments.<sup>2</sup> If the KY Unlimited Voice and Text Plan should end, all Lifeline subscribers will be transferred to the enTouch Wireless 1000 bundled Voice Plan, which is enTouch's free Lifeline offering.

Please contact me if the Commission Staff has any questions or requires additional information.

Sincerely,

Stoll Keenon Ogden PLLC

A handwritten signature in blue ink that reads "Gerald E. Wuetcher". The signature is written in a cursive style with a large initial "G".

Gerald E. Wuetcher

GEW  
Attachment

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<sup>2</sup> *Inquiry into the State Universal Service Fund*, Case No. 2016-00059 (Ky. PSC July 10, 2020).

## Boomerang Kentucky Lifeline Plans/Offerings

### Boomerang Kentucky Lifeline Plans:

<i>Lifeline Plans</i>	<b>1000 Bundled Voice plus 100 MB</b>	<b>1000 Voice &amp; Unltd Text</b>	<b>1200 Voice, Unltd Text, 250 MB</b>	<b>1200 Voice, Unltd Text, 1 GB</b>
<i>Customer Copay</i>	<b>FREE</b>	<b>\$1.00</b>	<b>\$5.00</b>	<b>\$10.00</b>
<i>Voice</i>	1000	1000	1200	1200
<i>Text</i>	500	unlimited	unlimited	unlimited
<i>Data</i>	100 MB	100 MB	250 MB	1GB
<i>MSS/Svc Type</i>	Bundled Voice <i>(Voice Default)</i>	Bundled Voice	Bundled Voice	Bundled Voice

<i>Lifeline Plans</i>	<b>Unlimited Talk &amp; Text plus 4.5 GB</b>	<b>Unlimited Talk &amp; Text plus 5 GB</b>	<b>Unlimited Talk &amp; Text plus 6 GB</b>
<i>Customer Copay</i>	<b>\$25.00</b>	<b>\$26.00</b>	<b>\$30.00</b>
<i>Voice</i>	unlimited	unlimited	unlimited
<i>Text</i>	unlimited	unlimited	unlimited
<i>Data</i>	4.5 GB	5 GB	6 GB
<i>MSS/Svc Type</i>	Bundled Voice & Broadband	Bundled Voice & Broadband	Bundled Voice & Broadband

#### Note regarding the "KY Unlimited Talk & Text plus 1GB of data"

Currently, all Boomerang Lifeline subscribers in Kentucky are on Boomerang's "KY Unlimited Talk & Text plus 1GB of data" ("KY Unlimited T&T") per month at no charge to the subscriber. The KY Unlimited T&T plan is a special offering based on the KY PSC's increased USF temporary support for Lifeline offerings that include unlimited Talk and Text plus some data. When the KY PSC ceases the special offering, Boomerang will then cease the KY Unlimited Talk & Text plan, and KY subscribers on the KY Unlimited T&T will revert to Boomerang's current Free Lifeline plan available at that time.