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BEFORE THE KENTUCKY PUBLIC SERVICE COMMISSION

Joint Notification of Internal Reorganization of

BullsEye Telecom, Inc.

and

Lingo Telecom, LLC

**d/b/a Trinsic Communications d/b/a VarTec Telecom d/b/a Excel Telecommunications
d/b/a Startec d/b/a Americatel d/b/a Lingo d/b/a Bullseye**

and

Transfer of Customers

Lingo Telecom, LLC d/b/a Trinsic Communications d/b/a VarTec Telecom d/b/a Excel Telecommunications d/b/a Startec d/b/a Americatel d/b/a Lingo d/b/a Bullseye ("Lingo Telecom") and BullsEye Telecom, Inc. ("BullsEye"), collectively the "Parties", hereby provide notice to the Kentucky Public Service Commission ("Commission") of an internal reorganization that will result in (1) a planned transfer of customers from BullsEye to its affiliate Lingo Telecom effective July 1, 2023 and (2) the cancelation of the Kentucky telecommunications authority ("Authority") of BullsEye upon completion of the customer transfer. Following completion of the customer transfer, BullsEye will no longer operate within Kentucky and a notification will be submitted to the Commission to proceed with the cancelation of the Authority of BullsEye and any tariffs on file with the Commission.

I. The Parties

BullsEye is a Michigan corporation formed on March 4, 1997. Its principal office is located at 25925 Telegraph Road, Suite 210, Southfield, MI 48033. In Kentucky, Bullseye is authorized to provide local exchange service under Utility ID 22251673, interexchange service under Utility ID 5167300, and cellular service under Utility ID 4105500. BullsEye is a direct subsidiary of Lingo Management, LLC ("Lingo") and an indirect subsidiary of Lingo Communications, LLC and B. Riley Principal Investments, LLC.

Lingo Telecom is a Texas limited liability company originally incorporated on June 13, 1990 as Matrix Telecom, Inc. and converted to a limited liability company on December 28, 2015. Its principal office is located at 25925 Telegraph Road, Suite 210, Southfield, MI 48033. In Kentucky, Lingo Telecom is authorized to provide local exchange service under Utility ID 22213425 and interexchange service under Utility ID 13425. Lingo Telecom is a direct subsidiary of Impact Telecom, LLC and an indirect subsidiary of Lingo, Lingo Communications, LLC, and B. Riley Principal Investments, LLC.

II. The Transaction

As part of an internal corporate reorganization, the Kentucky customers of BullsEye are set to transfer to its affiliate Lingo Telecom on July 1, 2023. This is a *pro forma* assignment of customers between two affiliates with the same entities holding the controlling interest in both Bullseye and Lingo Telecom. Exhibit A contains an overview of the corporate structure of Lingo and its subsidiaries prior to and upon completion of the merger and transfer of customers.

Following the transfer, BullsEye customers will be served by Lingo Telecom and BullsEye will no longer operate within Kentucky.

A notice of consummation and request to proceed with the cancelation of the Authorities of BullsEye will be submitted to the Commission upon completion of the customer transfer.

III. Customer Impact

BullsEye provides service to contracted enterprise business customers only. The transition from BullsEye to Lingo Telecom, which operates under the assumed name of “Bullseye”, will be virtually transparent. BullsEye customers will not incur any charges or immediate changes to services, terms and conditions, or rates as a result of the transfer to BullsEye’s affiliate, Lingo Telecom. Customer notice of the transfer began running in BullsEye invoices on February 17, 2023 and will continue to run thru June 2023. Following the customer transfer BullsEye customer invoices will continue to be issued under the BullsEye brand. Included as Exhibit B is a copy of the customer notice being provided to the Kentucky customers of BullsEye.

III. Request for Waiver

The Parties respectfully request a waiver of any state or federal slamming regulations regarding the transfer of customer bases. BullsEye and Lingo Telecom are affiliates under the same management with the transfer being virtually invisible to customers. Following the transfer BullsEye customers will continue to receive service under the same terms, conditions, and rates and will continue to be billed under the “Bullseye” brand. The FCC has stated that “...a change in corporate structure that is invisible to the affected subscribers does not constitute a sale or transfer for purposes of section 258 ... Indeed, in such cases, requiring notice of a change that is imperceptible to the affected subscribers might cause confusion where there would otherwise be none.”¹

¹ First Report and Order in CC Docket No. 00-257 and Fourth Report and Order in CC Docket No. 94-129, 2000 Biennial Review - Review of Policies and Rules Concerning Unauthorized Changes of Consumers Long Distance Carriers, FCC 01-156.

V. Contact Information

Correspondence with regard to this filing should be sent to:

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VI. Public Interest Statement

The proposed customer transfer is an internal corporate reorganization that will reduce costs and provide enhanced operational and economic efficiencies. The resulting savings will provide greater opportunities to improve the services available to Kentucky customers. Consequently, this transaction is consistent with the public interest.

WHEREFORE, for the reasons stated above, Lingo Telecom and BullsEye submit that the public interest, convenience and necessity would be furthered by this transaction and respectfully request approval, to the extent necessary, of the internal reorganization and transfer of customers from BullsEye Telecom, Inc. to its affiliate Lingo Telecom, LLC effective July 1, 2023.

Respectfully submitted on behalf of the Parties,

/s/ Carey Roesel

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Lingo Telecom, LLC

BullsEye Telecom, Inc.

Exhibit A
Corporate Structure

Lingo Telecom, LLC

BullsEye Telecom, Inc.

Exhibit B
Customer Notice

Customer Notice

Customer Notice – Transfer of customers from BullsEye Telecom, Inc. to Lingo Telecom, LLC d/b/a BullsEye. Please note that your BullsEye services will be provided by Lingo Telecom, LLC d/b/a BullsEye effective July 1, 2023. There will be no changes to your service and there will be no change in your terms and conditions or rates. You may find all applicable terms and conditions of service and tariffs, located at <https://www.lingo.com/legal>.