

## ***KENTUCKY 270 AREA CODE SPLIT INFORMATION***

### Background:

Earlier this year, the Kentucky Public Service Commission (PSC) approved a plan to split the existing geographic area currently served by the 270 area code into two separate areas. The area code split is necessitated by the growing demand for telephone, fax, pager, and cellular phone numbers. The PSC further ordered that all exchange carriers develop an employee and customer education plan regarding the area code.

Communities that will use the **new 364 area code** include Paducah, Henderson, Hopkinsville, Madisonville, Murray and the area known as “the Land Between the Lakes”.

Cities remaining in the **existing 270 area code** include Bowling Green, Columbia, Glasgow, Elizabethtown, and Owensboro.

### Timeline:

**Permissive Dialing** - From July 1, 2008 until at least October 1, 2008, **both** the new and old area codes will work.

**Mandatory Dialing** – Beginning sometime after October 1, 2008, customers will be required to dial the correct area code. Calls will not be completed unless the correct area code is used.

### Customer Dialing Instructions:

Beginning July, 2008, customers should begin using the new 364 area code to complete calls into the affected areas. All calls between the 364 and 270 area codes will be dialed using 11 digits (1 + area code + the 7-digit number). To place local calls within the same area code (e.g., from 364-XXX-1111 to 364-XXX-2222), use only the 7-digit number.

### Rate Information:

There is no impact on the rates that customers pay for long distance or local calls.

### Emergency/Directory Assistance Calls:

There is no impact to the manner in which customers access emergency (911) or information (1-411 or 1-XXX-555-1212) numbers.

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Advice to Customers:

**Dialing and Documentation** – Use the six-month permissive dialing period to get in the habit of dialing 11 digits so that it becomes automatic before it is required.

**Telephone Equipment** - Use the permissive dialing period to reprogram all equipment that stores or analyzes telephone numbers with the appropriate area codes. This includes Internet service provider numbers; numbers dialed from modems and fax machines; telephone features such as Speed Calling and Call Forwarding; automatic dialers; cellular phones; pagers; and PBX, call detail recording, key, and voice mail systems.

Customers may need to contact alarm companies and/or telephone equipment vendors (e.g., PBX vendors) regarding the effect on their equipment.

NuVox Education Plan:

In compliance with the Kentucky PSC's order regarding education, NuVox will:

- Perform customer notice in June 2008 invoices to educate customers regarding timing, procedures and impacted areas.
- Distribute this training document internally to all customer-facing employees.
- Post this document on its internal website for future employee reference.
- Post this document on the company external website ([www.nuvox.com](http://www.nuvox.com)) under the "Legal Notices" tab for future customer reference. This document will be referenced in the customer bill notice so that customers will know where to find it.

This Plan, coupled with ILEC regional and statewide advertisements, will provide sufficient information to NuVox customers.

Other Information:

Documents regarding the 270 area code split (Case No. 2006-00357) can be found on the PSC website ([psc.ky.gov](http://psc.ky.gov)).

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Sample Customer Bill Notice:

NuVox proposes to run customer notice in June 2008 invoices. Notice text is as follows:

*Effective July 1, 2008, far western Kentucky (including Paducah, Henderson, Hopkinsville, Madisonville, Murray, “Land Between the Lakes”) will begin using a new 364 area code.*

*For a transitional period beginning 7/1/08 you can dial either the new 364 or 270 area code.*

*Beginning on or after 10/1/08, you **must** dial the new 364 as appropriate. 11-digit dialing is needed to complete calls between the two area codes (1-364-XXX-XXXX).*

*Go to [www.nuvox.com](http://www.nuvox.com) and click on “Legal Notices” for detailed information, or call us at 1-800-600-5050.*