

Lance J.M. Steinhart, P.C.

Attorney At Law
1720 Windward Concourse
Suite 250
Alpharetta, Georgia 30005

Also Admitted in New York
and Maryland

Telephone: (770) 232-9200

Facsimile: (770) 232-9208

Email: lsteinhart@telecomcounsel.com

October 5, 2005

VIA OVERNIGHT DELIVERY

Ms. Colleen Dale
Chief A.L.J./Executive Secretary
Missouri Public Service Commission
200 Madison Street, Suite 100
Jefferson City, MO 65102
(573) 751-3234

FILED³

OCT 06 2005

**Missouri Public
Service Commission**

Re: Asia Talk Telecom, Inc. d/b/a HelloCom Inc. - Interexchange

Dear Ms. Dale:

I hereby seek to appear in Asia Talk Telecom, Inc. d/b/a HelloCom Inc.'s Application for Certificate of Service Authority to Provide Interexchange Telecommunications Services Within the State of Missouri.

Enclosed please find an original and eight (8) copies of the Acknowledgement Receipt of \$100.00 as required by Rule 6.01(m) for myself from the Clerk of the Supreme Court along with the Application for Certificate of Service Authority to Provide Interexchange Telecommunications Services Within the State of Missouri.

I have also enclosed an extra copy of this letter to be date stamped and returned to me in the enclosed, self-addressed, postage prepaid envelope.

If you have any questions or if I may provide you with any additional information, please do not hesitate to contact me.

Please note that this Application is being submitted by myself and Judith A. Rau, Esq., Missouri Counsel, Bar # 24856.

Respectfully submitted,

Lance J.M. Steinhart

Attorney for Asia Talk Telecom, Inc. d/b/a HelloCom Inc.

Enclosures

cc: Michael Tu

Office of Public Counsel

Office of General Counsel



THOMAS F. SIMON
CLERK

CLERK OF THE SUPREME COURT
STATE OF MISSOURI
POST OFFICE BOX 150
JEFFERSON CITY, MISSOURI
65102

TELEPHONE
(573) 751-4144

September 27, 2005

This will hereby acknowledge receipt of \$100 as required by Rule 6.01(m) for Lance J.M. Steinhart appearing in Asia Talk Telecom, Inc., d/b/a HelloCom Inc. to be filed with the Missouri Public Service Commission.

A handwritten signature in black ink, appearing to read "Thomas F. Simon", with a large, stylized flourish at the end.

Thomas F. Simon, Clerk

FILED³

OCT 06 2005

Missouri Public Service Commission

BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

In the matter of the)
 Application of)
 Asia Talk Telecom, Inc.)
 d/b/a HelloCom Inc.)
 for a certificate of service)
 authority to provide) Case No. _____
 interexchange telecommunications))
 services and to classify such)
 services and the company as)
 Competitive)

APPLICATION

Asia Talk Telecom, Inc. d/b/a HelloCom Inc., ("Applicant"), a California Corporation, files this verified application respectfully requesting that the Missouri Public Service Commission ("Commission") issue an order that:

- (a) grants Applicant a Certificate of Service Authority to provide interexchange telecommunications services pursuant to Chapter 392 of the Missouri Revised Statutes.
- (b) grants competitive status to Applicant, and classifies the Applicant's services as competitive.
- (c) waives certain Commission rules and statutory provisions pursuant to Section 392.420, RSMo Cumm. Supp. 1992.

In support of its request, Applicant states:

- 1. The legal name and principal office or place of business of the Applicant are:

Asia Talk Telecom, Inc. d/b/a HelloCom Inc.
 901 Corporate Center Drive, Suite 518
 Monterey Park, California 91754
 (800) 719-1688/Phone
 (800) 759-1688/Facsimile

A copy of Applicant's authority to transact business in Missouri is attached hereto as Exhibit I.

2. The name and address of Applicant's in-state attorney is:

Judith A. Rau, Esq.
Rau & Rau
119 E. Mill Street
Waterloo, Illinois 62298

3. Applicant is a reseller of telecommunications services.

Applicant proposes to provide interexchange telecommunications services within Missouri including direct outbound dialing (1+ and 101XXXX), 800 and 888 (inbound Toll-Free), travel cards, and prepaid calling cards. Applicant respectfully requests authority to provide service to prospective business and residential customers throughout the State of Missouri.

4. Experience is attached as Exhibit III. Applicant has the experience in the telecommunications industry and the technical and financial resources to provide telecommunications services within Missouri.

5. Applicant's Tariff is attached as Exhibit II. The proposed tariff contains the rules and regulations applicable to its customers, a description of the services offered, and a list of rates associated with such services.

6. Applicant requests classification as a competitive telecommunications company within the State of Missouri, and that its services are classified as competitive. Applicant believes that its proposed services will be subject to sufficient competition to justify a lesser degree of regulation. Granting of this application is in the public interest as it will allow greater price and service options for telephone users.

7. Applicant also respectfully requests, pursuant to Section 392.420 RSMo (Cum. Supp. 1992), that the Commission waive the application of the following rules and statutory provisions as it relates to the regulation of Applicant:

- 392.210.2 Establish Uniform System of Accounts for Annual reports
- 392.240(1) Setting just and reasonable rates
- 392.270 Ascertain Property values
- 392.280 Establish Depreciation accounts
- 392.290 Issuance of securities
- 392.300.2 Acquisition of stock
- 392.310 Issuance of stock and debt
- 392.320 Stock Dividend Payment
- 392.330 Issuance of securities, debts and notes
- 392.340 Reorganization(s)
- 4 CSR 240-10.020 Depreciation fund income
- 4 CSR 240-30.040 Uniform System of Accounts

The above-referenced rules and statutory provisions have been waived as to other interexchange carriers in prior cases.

8. Applicant, pursuant to Section 386.570, Cum. Supp. 1992, will comply with all applicable Commission rules except those which are specifically waived by the Commission pursuant to a request filed by the Applicant.

9. Correspondence or communications pertaining to this

Application should be addressed to:

Lance J.M. Steinhart, Esq.
Lance J.M. Steinhart, P.C.
1720 Windward Concourse, Suite 250
Alpharetta, Georgia 30005
(770) 232-9200
(770) 232-9208 (Fax)

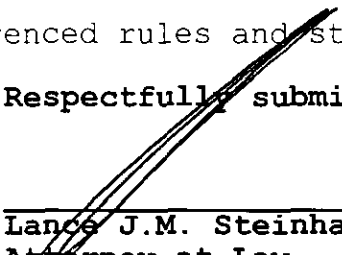
lsteinhart@telecomcounsel.com (Email)

10. The Applicant has no pending actions or final unsatisfied judgments or decisions against it from any state or federal agency or court which involve customer service or rates, which action, judgment or decision has occurred within three (3) years of the date of this application. No Commission annual reports or assessment fees are overdue.

11. Grant of this Application will further the public interest by expanding the availability of competitive telecommunications services in the State of Missouri. In addition, intrastate offering of these services is in the public interest because the services will provide Missouri customers with access to new technologies and service choices, and can permit customers to achieve increased efficiencies and cost savings. In particular, the public will benefit directly, through the use of the competitive services to be offered by Applicant, and indirectly, because the presence of Applicant in this market will increase the incentives for other telecommunications providers to operate more efficiently, offer more innovative services, reduce their prices, and improve their quality of service.

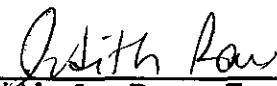
WHEREFORE, Applicant, Asia Talk Telecom, Inc. d/b/a HelloCom Inc., respectfully requests that the Missouri Public Service Commission grant it a certificate of service authority to provide interexchange telecommunications services within the State of Missouri. Applicant also requests classification as a competitive telecommunications company and that its services be classified as competitive. In addition Applicant requests a waiver of the above-referenced rules and statutory provisions.

Respectfully submitted,



Lance J.M. Steinhart, Esq.
Attorney at Law
Lance J.M. Steinhart, P.C.
1720 Windward Concourse, Suite 250
Alpharetta, Georgia 30005
(770) 232-9200
(770) 232-9208 (Fax)
lsteinhart@telecomcounsel.com (Email)
Georgia Bar No. 678222

and



Judith A. Rau, Esq.
Rau & Rau
119 E. Mill Street
Waterloo, Illinois 62298
(618) 939-7186
Missouri Bar No. 24856

Attorneys for Applicant

ATTACHED EXHIBITS

Exhibit I Missouri Secretary of State Authorization

Exhibit II Tariff

Exhibit III Executive Officers' Qualifications and Experience
Company's Telecommunications Background

Exhibit I
Missouri Secretary of State Authorization

STATE OF MISSOURI



Robin Carnahan
Secretary of State

CERTIFICATE OF AUTHORITY

WHEREAS,

Asia Talk Telecom, Inc.
F00685058

using in Missouri the name

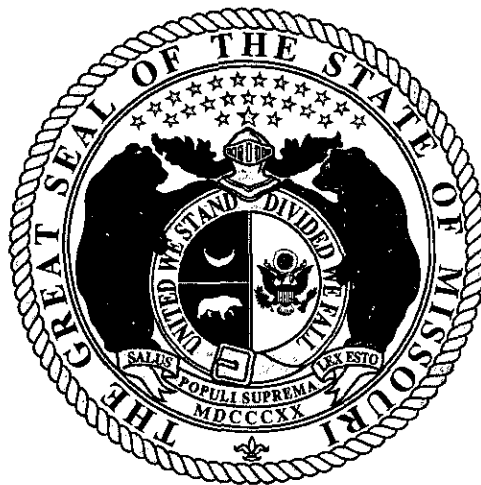
Asia Talk Telecom, Inc.

has complied with the General and Business Corporation Law which governs Foreign Corporations; by filing in the office of the Secretary of State of Missouri authenticated evidence of its incorporation and good standing under the Laws of the State of California.

NOW, THEREFORE, I, ROBIN CARNAHAN, Secretary of State of the State of Missouri, do hereby certify that said corporation is from this date duly authorized to transact business in this State, and is entitled to all rights and privileges granted to Foreign Corporations under the General and Business Corporation Law of Missouri.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 14th day of September, 2005.


Secretary of State





File Number: 200525750369
X00685087
Date Filed: 09/14/2005
Expiration Date: 09/14/2010
Robin Carnahan
Secretary of State

Corporations Division
P.O. Box 778 / 600 W. Main Street, Rm 322
Jefferson City, MO 65102

Registration of Fictitious Name

(Submit in duplicate with filing fee of \$7)

(Must be typed or printed)

This information is for the use of the public and gives no protection to the name being registered. There is no provision in this Chapter to keep another person or business entity from adopting and using the same name. (Chapter 417, RSMo)

The undersigned is doing business under the following name, and at the following address:

Business name to be registered: HelloCom Inc.
Business Address: 17588 E. Rowland St., Ste. A276, City of Industry, CA 91748
(P.O. Box alone not acceptable)
City, State and Zip Code: _____

The parties having an interest in the business, and the percentage they own are (if a business entity is owner, indicate business name and percentage owned. If all parties are jointly and severally liable, percentage of ownership need not be listed):

Name of Owners, Individual or Business Entity	Street and Number	City and State	Zip Code	If listed, Percentage of ownership must equal 100%
Asia Talk Telecom, Inc.	17588 E. Rowland St., Ste. A276,	City of Industry,	CA 91748	

In Affirmation thereof, the facts stated above are true:

(The undersigned understands that false statements made in this filing are subject to the penalties of a false declaration under Section 575.060 RSMo 1986.)

X Michael Tu Michael Tu President July 19, 2005
(Authorized Signature) (Printed Name) (Date)

(Authorized Signature) (Printed Name) (Date)

(Authorized Signature) (Printed Name) (Date)

State of Missouri
Fictitious Creation 1 Page(s)



T0525758697

Corp. 56 (8/02)

FOR OFFICIAL USE ONLY
Check # _____
Amount: _____
Filer's Initials: _____

Exhibit II
Tariff

Exhibit III

**Executive Officers' Qualifications and Experience Company's
Telecommunications Background**

Michael Tu

Graduated from the University of California at Riverside, where he earned a BA in Political Science/Business Administration in 1997. After graduation he went to work for Pacific Telecommunications Corp. in Los Angeles, California. At Pacific, Mr. Tu have help secure contracts to establish, implement and maintain many telecom networks to Asia - Taiwan, Philippines, China and Hong Kong. As part of the Sales and Marketing division at Pacific, Mr. Tu worked closely with fellow associates and customers establishing nationwide accounts. At Pacific, Mr. Tu's responsibilities include acting as a company-industry liaison and spokesperson as well as establishing and maintaining vendor/customer relationships. From there Mr. Tu became one of the founding partners of Asia Talk Telecom, Inc. dba HelloCom Inc. in January of 2004. In 2 short years the company have established a reputable brand name within the Asian Market. Fluency in Mandarin Chinese has enabled Mr. Tu to converse directly with Chinese vendors and clients.

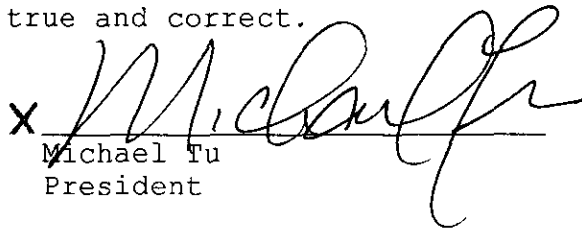
Miao-Ho Chang

Graduated from California Baptist College in Riverside, California with a BA in Business Administration in 1996. After graduation she returned to her native Taiwan and went to work for her family business, Fuji Construction Company. At Fuji, she promoted and marketed Taiwan housing developments. There, she implemented many successful campaigns that resulted in record sales for the company. Ms. Chang later returned to U.S. and joined Pacific Telecommunications Corp. She successfully marketed International Private Lines to telecommunications companies in Taiwan. At Pacific Telecommunications Corporation, Ms. Chang is responsible for formulating and implementing competitive strategies and for the overall strategic direction of the company. She has traveled extensively in Asia seeking new business ventures and successfully implemented the Company's Taiwan and Philippines projects. In January of 2004 Ms. Chang become a founding partner of Asia Talk Telecom, Inc. dba HelloCom Inc. At HelloCom Inc. she have spearheaded successful marketing ad campaign promoting HelloCom long distance services to the Asian markets and establishing HelloCom as a favorite choice of Filipino long distance company.

State of California)
)
County of Los Angeles)
)

VERIFICATION

I, Michael Tu, being duly sworn, declare that I am the President of Asia Talk Telecom, Inc. d/b/a HelloCom Inc., the Applicant. I verify that, based upon information and belief, I have knowledge of the statements in the foregoing Application, and I declare that they are true and correct.

X 
Michael Tu
President

X Sworn to before me, the undersigned Notary Public on this 02ND day of AUGUST, 2005.

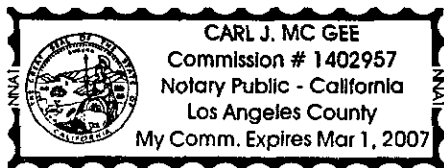

Notary Public

Carl J. McGee

Print or Type Name

My commission expires:

MARCH 1, 2007



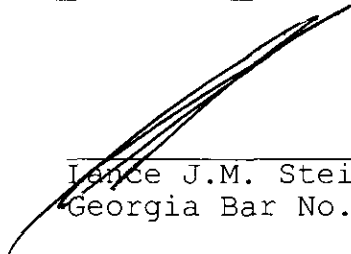
CERTIFICATE OF SERVICE

I hereby certify that I have this day served a true copy of the foregoing Application for Certificate of Service Authority to Provide Interexchange Telecommunications Services Within the State of Missouri on the following parties, in accordance with the Commission rules:

Office of the Public Counsel
P. O. Box 7800
Jefferson City, MO 65102

General Counsel
Missouri Public Service Commission
P. O. Box 360
Jefferson City, MO 65102

Dated this 5th day of October, 2005.



Lance J.M. Steinhart
Georgia Bar No. 678222

Lance J.M. Steinhart, P.C.
1720 Windward Concourse
Suite 250
Alpharetta, Georgia 30005
(770) 232-9200
(770) 232-9208 (Fax)
lsteinhart@telecomcounsel.com (Email)