

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

In the Matter of the Application of	)	
i-wireless, LLC for Designation as	)	Case No. TA-2011-0377
an Eligible Telecommunications	)	
Carrier in the State of Missouri	)	

**AMENDMENT TO THE APPLICATION OF I-WIRELESS, LLC  
FOR DESIGNATION AS AN ELIGIBLE TELECOMMUNICATIONS CARRIER**

COMES NOW i-wireless, LLC (“i-wireless” or the “Company”), by its undersigned counsel, and, pursuant to 4 CSR 240-2.080(20), hereby submits this Amendment to its Application for Designation as an Eligible Telecommunications Carrier in the State of Missouri. In support of its Amendment, i-wireless states as follows:

1. On May 20, 2011, i-wireless filed its Application for Designation as an Eligible Telecommunications Carrier in the State of Missouri (“Application”). On pages 16 and 17, and on the cover pages for Exhibits 1, 5, and 6 of its Application, i-wireless informed the Commission that Exhibits 1, 5, and 6 would be filed with the Commission in a supplemental pleading the week of May 23. No responsive pleading regarding i-wireless’ Application has been filed.

2. i-wireless hereby files Supplemental Exhibits 1, 5, and 6 to its Application. This Amendment to its Application is made within ten (10) days of the filing of its Application, in accordance with 4 CSR 240-2.080(20).

WHEREFORE, i-wireless respectfully requests that its Application for Designation as an Eligible Telecommunications Carrier in the State of Missouri be amended to include

Supplemental Exhibits 1, 5, and 6 and that the Commission promptly designate i-wireless as an ETC in the State of Missouri solely for purposes of participating in the Lifeline program.

Respectfully submitted,

/s/Lisa A. Gilbreath  
Mark P. Johnson      MBN 30740  
Lisa A. Gilbreath      MBN 62271  
SNR Denton US LLP  
4520 Main, Suite 1100  
Kansas City, Missouri 64111  
(816) 460-2400 (Phone)  
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*Attorneys for i-wireless, LLC*

May 24, 2011

### **CERTIFICATE OF SERVICE**

I hereby certify that I have this the 24th day of May, 2011, served a true copy of the foregoing Amendment upon the following parties, listed below, in accordance with Commission

Rules:

Office of the Public Counsel  
Post Office Box 7800  
Jefferson City, MO 65102

General Counsel  
Missouri Public Service Commission  
Post Office Box 360  
Jefferson City, MO 65102

/s/Lisa A. Gilbreath  
Lisa A. Gilbreath

**SUPPLEMENTAL EXHIBIT 1**

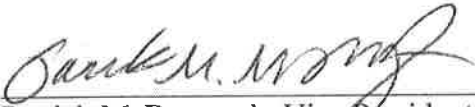
**Certification of Patrick McDonough, Vice President, i-wireless, LLC**

State of Kentucky )  
 )  
County of Campbell )

### Certification

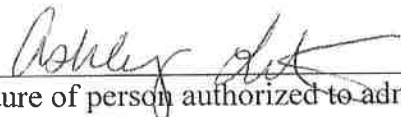
Personally appeared before the undersigned, an officer duly authorized to administer oaths, Patrick McDonough, who first being duly sworn, deposes and states that he is the Vice President of i-wireless, LLC, Applicant in this application, and has read the same and knows the contents thereof, and confirms that the statements made herein are true to the best of his knowledge and belief.

Dated: May 23, 2011

  
\_\_\_\_\_  
Patrick McDonough, Vice President

Subscribed and sworn to before me, a Notary Public, this 23 day of May 2011.

(Notary Seal)

  
\_\_\_\_\_  
(Signature of person authorized to administer oath)

My Commission Expires: 8/16/2014

**SUPPLEMENTAL EXHIBIT 5**

**Sample Advertisements**

## Lifeline Creative Brief

### About Access Wireless

Access Wireless is brought to you by i-wireless, LLC and is a Lifeline Assistance program supported by the federal Universal Service Fund for income eligible households. In order to qualify to receive an Access Wireless phone, persons must meet certain eligibility criteria determined by each individual State where the service is to be provided. These requirements are based on a person's participation in a state or Federal support programs or by meeting the Income Poverty Guidelines as defined by the United States government. Lifeline Assistance may only be provided to one phone line per household.

### Program Overview

By qualifying to receive an Access Wireless phone, you will receive:

-A free phone with 911 access.

#### *Offer:*

**Option 1** – Receive 150 Anytime Minutes per month for free. These minutes can be used to make/receive voice calls and send text messages. Calls to customer care are free. All incoming text messages are free. Unused minutes can carry over to the following month. Eligible for Free Minutes rewards program.

**Option 2**– Receive 250 Anytime Minutes per month for free. These minutes can be used to make/receive voice calls and send text messages. Calls to customer care are not free. Incoming text messages are not free. Minutes cannot carry over to the following month. Not eligible for Free Minutes rewards program.

**Option 3** – Apply a \$15 credit toward any current i-wireless monthly rate plan, excluding text only plans. A \$15 credit will be applied to a customer's account every 30 days. Calls to customer care are free. All incoming text messages are free. Unused minutes can carry over to the following month. Eligible for Free Minutes rewards program.

### Additional Payment Options

Access Wireless users can add value to their account by purchasing i-wireless airtime cards available at the Kroger family of stores or by using a debit or credit card over the phone or online.

### **FREE MINUTES Eligibility**

Access Wireless users are eligible to participate in the FREE MINUTES rewards program and will adhere to the same business rules as i-wireless customers.

(No more than 20 FREE MINUTES can be earned for every \$100 in qualifying spending and a maximum of 1,000 minutes can be earned in a 30-day period. Unlimited rate plans will receive a dollar credit applied to the account in lieu of minutes. The dollar credit will not exceed thirty dollars in value within a 30-day period. FREE MINUTES are usually applied within 48 hours after the \$100 threshold for qualifying purchases is met. Customers qualify for the \$100 spent, regardless of their method of payment, e.g., food stamps/SNAP card.)

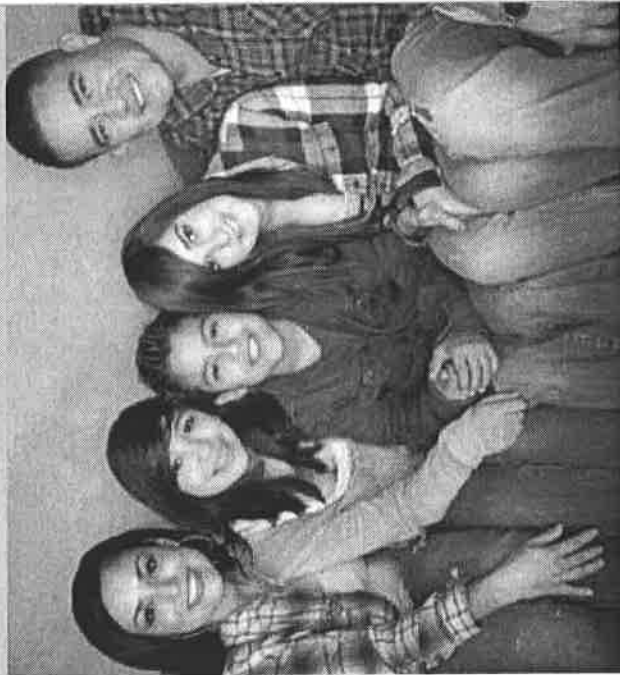
**How to Qualify for an Access Wireless Phone**

Eligibility to participate in the Lifeline Assistance program varies by state.

You may qualify for an Access Wireless phone in Missouri if you currently participate in any of government-sponsored programs below:

- Medicaid
- Food Stamps
- Supplemental Security Income
- Temporary Assistance for Needy Families (TANF)
- Federal Public Housing Assistance (FPHA) or Section 8
- Low Income High Energy Assistance Program (LIHEAP)
- National School Lunch Program (free program only)

## What is Access Wireless?



When times are tough, it's important to be accessible. Access Wireless is a government-supported program that ensures anyone can get a mobile phone. If you qualify, you'll receive a free wireless phone and a monthly allotment of minutes so you can stay in contact with friends and family members, be reachable to potential employers and have a means of communicating in case of emergency.

Free Access Wireless phones vary by handset manufacturer and model and are dependent on inventory availability. Pricing listed includes domestic calling only.

Access Wireless is not available in all areas. To determine if Access Wireless is available where you live, please visit [www.accesswireless.com](http://www.accesswireless.com) or call 1-800-464-6010.

Access Wireless is brought to you by i-wireless LLC and is a Lifeline Assistance program supported by the Universal Service Fund. Lifeline Assistance is only available on one wireless phone per household and is available in limited geographic areas. Access Wireless users are subject to the Access Wireless Terms and Conditions found at [www.accesswireless.com](http://www.accesswireless.com). Access Wireless is a registered trademark of i-wireless, LLC.

access **WIRELESS**

# Stay connected when it matters most.

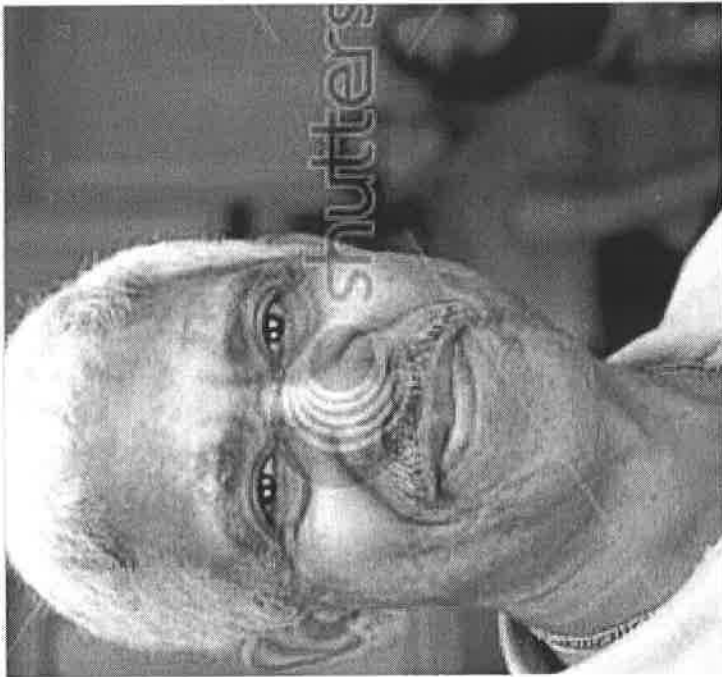
Call 1-800-464-6010 or visit [www.accesswireless.com](http://www.accesswireless.com) for more information.



access **WIRELESS**

Call 1-800-464-6010 to apply for service today.





## How do I qualify for Access Wireless?

You automatically qualify for Access Wireless service if you are enrolled in any of the following government programs:

- Medicaid
- Food Stamps/SNAP
- Supplemental Security Income (SSI) (Not the same as Social Security benefits)
- Temporary Assistance to Needy Families (TANF)
- Federal Public Housing Assistance (Section 8)
- Low-Income Housing Energy Assistance Program (LIHEAP)
- National School's Free Lunch Program

You may also qualify for Access Wireless service based on your household income. For details call 1-800-464-6010.

## What do I get with Access Wireless?

Once you've been approved for the program, you'll receive:

- A FREE Access Wireless phone
- FREE voicemail, domestic long distance, call waiting and caller ID
- 911 Access

-AND-

Choose from the following free rate plans:

	Minutes/Texts Included	Free Calls to Care & IVR	Free Incoming Texts	Carry Forward Minutes	Loyalty Program Eligible
Plan Option #1	150	Yes	Yes	Yes	Yes
Plan Option #2	250	No	No	No	No

(OR) Add money to your account and upgrade to one of the following plans:

### Plan Option #3

**\$10 Month**  
 200 Minutes  
 Unlimited Text\*  
 200 MB Web & Email

**\$25 Month**  
 1,000 Minutes  
 Unlimited Text\*  
 500 MB Web & Email

**\$45 Month**  
 Unlimited Talk & Text\*  
 2.5 GB Web & Email

## How do I apply for Access Wireless?



Call 1-800-464-6010 to apply for service today.

Once you become an Access Wireless user, you can add money to your account to upgrade your plan by using a debit/credit card or by purchasing an i-wireless airtime card at any of the following Kroger family of stores.



MANUFACTURERS COUPON



You qualify for a  
**FREE Cell Phone**  
& Airtime!

MANUFACTURERS COUPON

To find out how to  
receive your **FREE** phone,  
call **1-800-XXX-XXXX**

**ACCESS MOBILE**  
Brought to you by

access **WIRELESS**

Know someone who could benefit  
from Access Wireless service?



You automatically qualify for Access Wireless service if you are enrolled in any of the following programs:

- Medicaid
- Food Stamps / SNAP
- Supplemental Security Income (Not the same as Social Security benefits)
- Temporary Assistance to Needy Families (TANF)
- Federal Public Housing Assistance (Section 8)
- Low-Income Housing Energy Assistance Program (LIHEAP)
- National School's Free Lunch Program

You may also qualify for Access Wireless service based on income. For details call 1-800-464-6010 or visit [www.accesswireless.com](http://www.accesswireless.com).

**SUPPLEMENTAL EXHIBIT 6**

**2009 Lifeline Participation Rates by State and FCC News Release**





# NEWS

Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D. C. 20554

News Media Information 202 / 418-0500  
Internet: <http://www.fcc.gov>  
TTY: 1-888-835-5322

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

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FOR IMMEDIATE RELEASE:  
September 14, 2009

NEWS MEDIA CONTACT:  
Rosemary Kimball (202) 418-0511  
Email: [rosemary.kimball@fcc.gov](mailto:rosemary.kimball@fcc.gov)

## FCC SUPPORTS "NATIONAL LIFELINE AND LINK UP TELEPHONE DISCOUNT AWARENESS WEEK" - SEPTEMBER 14 - 20, 2009

WASHINGTON, DC -- Today, the Federal Communications Commission (FCC) joined the effort to call attention to the "National Lifeline and Link Up Telephone Discount Awareness Week," which takes place September 14 - 20, 2009. Various state and local agencies throughout the country will be participating with outreach activities and events. The "Lifeline" and "Link Up" programs provide financial assistance to low-income consumers in connecting a residential phone line and paying their monthly bill. The programs have been active for years and are administered by the FCC and state public utility commissions, but at least half of eligible consumers nationwide do not take advantage of this assistance.

"Lifeline" involves discounts on monthly charges for a primary residential telephone line, including wireless service. "Link Up" involves a discount on the cost of initiating the primary telephone service for a residence, including the activation of a wireless phone that serves as the primary residential telephone. The discounts are available throughout the country, including an enhanced discount on Tribal lands. In general, consumers at or below 135% of the federal poverty guidelines, or who participate in one or more of a number of other assistance programs, are eligible for Lifeline and Link Up.

To help call attention to the availability of these programs, the FCC joins the National Association of Regulatory Utility Commissioners (NARUC) and the National Association of State Utility Consumer Advocates (NASUCA), and urges government agencies and non-profit organizations to help disseminate information on Lifeline and Link Up to their constituents. More information about the programs and how to apply is available at [www.lifeline.gov](http://www.lifeline.gov) or <http://www.usac.org/li/low-income/apply-for-support.aspx>.

-- FCC --