

STATE OF MISSOURI
PUBLIC SERVICE COMMISSION

At a Session of the Public Service
Commission held at its office
in Jefferson City on the 2nd
day of June, 1995.

In the matter of Touch 1 Long Distance, Inc.'s)
tariff revision designed to implement a "winback) CASE NO. TT-95-354
promotional offering.")

ORDER APPROVING TARIFF

Touch 1 Long Distance, Inc. filed a proposed tariff sheet with the Public Service Commission on May 12, 1995, designed to introduce its Touch 1 Winback Promotion. This promotion offers a 50% discount for a six month period to customers of "First Touch" - Touch 1 Basic DDD Service. The discount would apply to total intrastate usage but not to international, calling card, or directory assistance usage charges. At the end of the six month period the customer would be automatically enrolled in Touch 1's Ultimate Advantage discount program. The promotional discount would be made available to new and existing customers during a promotion period running from June 9, 1995, until May 30, 1996. The program will be added as Section 4.7.4.a of the company's tariff. Touch 1 requested expedited treatment of its request.

The Staff of the Missouri Public Service Commission filed a memorandum on May 25, 1995, recommending approval of the tariff sheet. Staff stated that it had reviewed the proposed tariff sheet and had no objection to approval of the new promotion, operator services rate increase, and elimination of the Bulk Transmission Service beginning on June 9, 1995.

Having reviewed the company's tariff sheet and Staff's recommendation, the Commission finds that Touch 1's request to institute its Touch 1 Winback Promotion is reasonable. The Commission also finds the increase in rates for operator services and the elimination of Bulk Transmission Service to be reasonable. The Commission finds that the tariff sheet filed on May 12, 1995, is in the public interest and should be approved effective June 9, 1995.

IT IS THEREFORE ORDERED:

1. That the tariff sheet submitted by Touch 1 Long Distance, Inc. on May 12, 1995, be approved for service on and after June 9, 1995. The tariff sheet approved is:

P.S.C. MO. No. 1

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2. That this order shall become effective on the 9th day of June, 1995.

BY THE COMMISSION


David L. Rauch
Executive Secretary

(S E A L)

Mueller, Chm., McClure and
Perkins, CC., Concur.
Kincheloe and Crumpton, CC.,
Absent.