

Exhibit No:

Issues: Residential Access Lines and Relate Line Services

Witness: Fite

Type of Exhibit: Direct Testimony

Sponsoring Party: Southwestern Bell Telephone Company

Case No: TO-2001-467

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Missouri Public  
Service Commission

SOUTHWESTERN BELL TELEPHONE COMPANY

CASE NO. TO-2001-467

FILED

JUN 28 2001

Missouri Public  
Service Commission

DIRECT TESTIMONY

OF

Aimee M. Fite

Exhibit No. 13  
Date 9/24/01 Case No. TO-01-467  
Reporter Kem

San Antonio, Texas  
June, 2001

BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI

In the Matter of the Investigation of the State of  
Competition in the Exchanges of Southwestern Bell  
Telephone Company.

) Case No. TO-2001-467  
)  
)

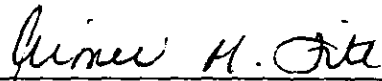
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STATE OF TEXAS )  
CITY OF SAN ANTONIO )

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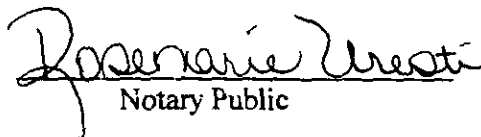
I, Aimee M. Fite, of lawful age, being duly sworn, depose and state:

1. My name is Aimee M. Fite. I am presently Associate Associate Director – Core Products – Consumer Marketing, a unit of SBC Management Services, Inc.
2. Attached hereto and made a part hereof for all purposes is my direct testimony.
3. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct to the best of my knowledge and belief.



Aimee M. Fite

Subscribed and sworn to before this 11th day of June, 2001

  
Notary Public

My Commission Expires: 4-27-03

2 Southwestern Bell Telephone Company

3 Direct Testimony of Aimee M. Fite

4 Q. What is your name and business address?

5 A. My name is Aimee M. Fite and my business address is 112 E. Pecan, 2-  
6 R-09, San Antonio, TX 78205.

7  
8 Q. By whom are you employed and in what position?

9 A. I am Associate Director – Core Products – Consumer Marketing, with SBC  
10 Management Services, Inc. I currently collaborate with the Central  
11 Marketing team in the development of product plans, campaign/program  
12 calendars and implementation of annual promotion plans. I also  
13 coordinate with the Regional Sales Operations Team for operational  
14 deliverables such as methods and procedures, job aids, etc.

15  
16 Q. What is your relevant employment and educational background?

17 A. I hold a Bachelor's Degree in Business Administration from the University  
18 of Texas at San Antonio. I have been employed by affiliates of SBC  
19 Communications in various marketing capacities since January 1981. For  
20 the past 10 years, I have held positions related to marketing of services as  
21 well as providing regulatory support for Public Communications.

1 **Q. Have you previously testified before the Missouri Public Service**  
2 **Commission (Commission)?**

3 **A. No, I have not.**  
4

5 **Q. What is the purpose of your testimony?**

6 **A. My testimony supports Southwestern Bell Telephone Company's**  
7 **(SWBT's) efforts to gain a competitive classification for residential access**  
8 **lines and line-related services such as vertical services.**  
9

10 **Q. How will your testimony support the efforts to gain competitive**  
11 **classification for residential access lines and line-related services.**

12 **A. My testimony will:**

- 13 • Describe residential services available from SWBT, including  
14 residence access lines and line-related services such as vertical  
15 services;
- 16 • Show the availability of services from alternative providers in Missouri  
17 exchanges, thus demonstrating that effective competition exists for  
18 these services;
- 19 • Demonstrate that the services of the alternative providers in the  
20 exchanges are functionally equivalent or substitutable at comparable  
21 rates, terms and conditions; and
- 22 • Explain how customers will benefit from a declaration that SWBT's  
23 services are competitive.

1

2 **Q. It appears as though you have grouped the services into two**  
3 **categories: residential access lines and line-related services. Will**  
4 **your testimony address each of these categories?**

5 A. Yes, I will be discussing these two categories of residential services.  
6 Residential access lines including dial tone and local usage, and line-  
7 related services including CLASS and Custom Calling features (CCF)  
8 (e.g. Call Waiting, Three Way Calling, Caller ID). A description of these  
9 services is attached as Schedule 1, entitled "Residential Service  
10 Definitions and Line-Related Services".

11

12 **Q. What are the main points about your testimony that the Commission**  
13 **should understand?**

14 A. The Commission should understand the following points:

15

- 16 • There are alternative providers providing substitutable services for  
17 SWBT's residential services;
- 18 • While the obvious competitors to SWBT's residential services include  
19 Competitive Local Exchange Carriers (CLECs), there are also non-  
20 traditional forms of communication that are substitutable for or  
21 functionally equivalent to SWBT's services such as wireless service,  
22 Internet-based telephony, DSL, email, and customer premises  
23 equipment (CPE).

- 1 • SWBT faces pricing constraints that do not apply to its competitors.
- 2 • Customers are not receiving the full benefit of a competitive market
- 3 because SWBT's existing pricing constraints limit its ability to respond
- 4 to changing customer demands and a changing competitive
- 5 marketplace.

6

7 As a result of these points, the Commission should find that effective

8 competition exists for SWBT's residential services.

9

#### 10 **GENERAL OVERVIEW OF THE COMPETITIVE MARKET**

11

12

13 **Q. What are the different types of competition that SWBT faces?**

14 **A.** As more fully explained in the direct testimony of SWBT witness Mr.

15 Thomas Anvin, the most recognizable forms of competition come from

16 CLECs providing the same types of residential access lines, and line-

17 related services that SWBT provides.

18 We are also experiencing increased competition from the prepaid

19 communications market, as the result of falling monthly and per-minute

20 rates, a troubled economy and cost-conscious consumers. Several years

21 ago, higher payphone rates made way for prepaid calling cards. Now

22 we're seeing a transition from prepaid calling cards to prepaid dial tone

23 and prepaid wireless.

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The prepaid dial tone and prepaid wireless markets are expected to expand as rates keep falling. With lower rates for prepaid cards for prepaid cell phones, it will be much more economical for consumers to change to a prepaid cell phone to rid themselves of a costly annual contract. Prepaid Internet service is also coming onto the scene. Customers want a bundling of all their services when it comes to prepaid services. Consumers will be more likely to look for a one-stop shop for their local, Internet, long distance and mobile phone service combined into one package for a fixed fee.

SWBT also faces competition from some of the non-traditional service providers, as explained in the direct testimony of Mr. Anvin. Increasingly, consumers are opting to substitute their wireless service for traditional wireline service. Wireless phone service can more efficiently meet the multifaceted needs of our growing population of technologically savvy consumers. Wireless providers have come up with several creative marketing initiatives that encourage increased wireless usage, leading to further landline displacement. Some usage plans allow customers to carry unused minutes over to the next month. "Group/Family plans" allow families or groups to share minutes, encouraging groups of customers to subscribe to service together. Wireless service usually offers much larger local calling scopes than SWBT provides.

1 There is not only competition from mobile wireless phones but from fixed  
2 wireless providers who deliver local access services by installing a  
3 transceiver, about the size of 2 or 3 stacked pizza boxes, mounted on or  
4 next to a house. When a customer makes a telephone call or accesses  
5 the Internet, the voice, data or video signals travel over the building's  
6 internal wiring to the transceiver. The signal is transmitted to an antenna  
7 on another building or radio tower where the signal can enter the public  
8 switched network or be sent to the Internet. Fixed wireless providers can  
9 provide residential service without having to invest in copper loops. If a  
10 customer chooses to change service providers, the wireless equipment  
11 can be removed and utilized by a new customer at a new location.

12 Internet access has gone mainstream. According to a recent article  
13 (attached as Schedule 2) entitled, "Broadband Internet Access Becomes  
14 the Norm in Kansas City Mo", 60% of American households will have  
15 access to the Internet this year.

16 Internet service providers offer web-based services like email and instant  
17 messaging, that allow users to stay connected while on-line. With instant  
18 messaging the user can communicate instantly and privately with users  
19 on their buddy list. A user can keep track of friends by creating a buddy  
20 list. They will know instantly when someone on their buddy list is on-line  
21 and have the ability to enjoy live conversations online. Instant messaging  
22 is substitutable for SWBT's services because it provides the user with a  
23 multifaceted communication tool while on their computer, eliminating the



1 need for a second phone line. The user will not miss important calls from  
2 friends and family members. They can chat freely and endlessly from any  
3 point A to point B without incurring additional charges for the installation  
4 and monthly rate of an additional phone line. Many of these instant  
5 messaging services are free and allow the user access from any web-  
6 enabled device. AOL, a top Internet service provider that offers instant  
7 messaging service, has had over 100 million registrations for its service.

8  
9 There are also free email services that allow the user to send and receive  
10 messages. Two of the big names in free Web-based email are Hotmail  
11 and Yahoo! Mail, offering free email with no need to utilize special  
12 software or settings to access messages, just a computer connected to  
13 the Internet and a browser. Users can access the office email from these  
14 free services. Hotmail has over 30 million users of its free services  
15 worldwide, and these services allow the consumer to check his or her  
16 email without the aid of a phone line.

17 Cable broadband service provides a high-speed data connection over the  
18 same line as the cable television line. Providing Internet access at least  
19 20 times faster than a standard-speed, phone line based dial modem,  
20 cable modem service can be up to 100 times faster if the provider so  
21 chooses. By attaching a headset or handset to a PC, and accessing a  
22 service provider like Net2phone, a cable modem consumer can place a  
23 call next door or around the world for either a small fee or for free.

1 Net2phone uses virtual calling cards -- customers buy credits using a  
2 credit card. Users then connect to the Internet and access the Net2phone  
3 website, allowing them to dial across the street or around the world. Cable  
4 providers are now selling digital phones that connect to the television  
5 cable and works just like a traditional phone.

6  
7 Competitors are also installing their own equipment in SWBT's central  
8 offices and selling DSL service which allows both voice and data over a  
9 single line. Residential users can use these services to talk and surf the  
10 Net simultaneously.

11  
12 **RESIDENTIAL ACCESS LINE SERVICES**

13 **Q. What are residential access line services?**

14 A. Residential access line services are those services that provide basic  
15 voice access to the telecommunications network. For residential service,  
16 the most typical is flat rate telephone service. Additionally, there are other  
17 forms of access including measured service and message rate service.

18  
19 **Q. What types of competition exist for residential access line services?**

20 A. The most well-known type of competition for residential access line  
21 services is from certificated CLECs providing tariffed services that are  
22 available and directly substitutable for SWBT's residential access line  
23 services. But as mentioned above, there are several other non-traditional

1 providers including wireless, Internet-based telephone, DSL, email, CPE,  
2 cable phones and modems, and even satellite.

3  
4 **Q. How do CLECs provide residential access line services?**

5 A. There are three different types of platforms that allow CLECs to provide  
6 residential access line service. Competitors may be resellers, UNE  
7 based or total facilities-based providers. Many CLECs provide service  
8 through resale and UNE-P (the unbundled network element platform),  
9 allowing them to offer service in all SWBT exchanges with little or no  
10 capital investment. CLECs utilizing resale and UNE-P do not have to  
11 invest in their own infrastructure. Resellers purchase services from  
12 SWBT at a discount and in turn sell the service to their customers often at  
13 a discount from SWBT's retail price. Other CLECs are using UNE-P  
14 which allows them to purchase unbundled network elements from  
15 SWBT, and to completely duplicate the services offered by SWBT.  
16 CLECs opting for this means of provisioning service are also able to  
17 avoid capital investment in their own infrastructure. Other CLECs may  
18 choose to provide service by combining UNEs purchased from SWBT  
19 with their own facilities. By purchasing a UNE loop, the CLEC can reach  
20 the end user without having to invest in the last mile infrastructure. When  
21 CLECs lease certain elements of SWBT's network, they form their own  
22 virtual network arrangement allowing them to expand faster with less  
23 investment.

1 **Q. Are the residential access line services that these CLEC competitors**  
2 **offer tariffed?**

3 A. Yes. CLECs file tariffs with the Commission that identify their services  
4 including terms, conditions and prices.  
5

6 **Q. Do these tariffs demonstrate that CLECs are offering the same types**  
7 **of residential access line services that SWBT provides?**

8 A. Yes, the Missouri Local Exchange Services Tariffs for AT&T and LDD  
9 have been presented in Mr. Thomas Anvin's testimony. The AT&T Tariff  
10 Section 6 describes the Local Service provided by the AT&T Integrated  
11 Offering as "the furnishing of voice grade communication necessary for  
12 the communication between specified exchange areas, etc". Similarly,  
13 the LDD tariff, section 5.5 describes the following: "Basic Local  
14 Exchange service provides the customer with a single, analog, voice-  
15 grade telephonic communications channel which can be used to place or  
16 receive one call at a time". The descriptions provided are consistent with  
17 the description provided by SWBT for its Local Exchange Service as  
18 provided in Schedule 1 entitled, "Residential Service Definitions and Line-  
19 Related Services". Section 6 of the AT&T tariff lists various service  
20 offerings with descriptions, which demonstrate that AT&T's Line-Related  
21 services like Call Waiting, Call Forwarding, Caller ID etc., are comparable  
22 to and substitutable for the services offered by SWBT. Additionally  
23 Section 3 of the AT&T tariff shows that its services are available in the

1 same exchanges that SWBT offers its local exchange services. Schedule  
2 3 shows that CLECs are offering their services in the exchanges that  
3 SWBT offers its service. While CLECs offer basic local service, they also  
4 offer package deals. For example, Schedule 4 is an AT&T offer that  
5 provides a package of services to Missouri consumers who subscribe to  
6 its Digital Phone service that includes unlimited local calls, single or  
7 multiple lines, competitive rates on long distance (local and state to  
8 state), convenient calling features, like Caller ID, Call Waiting and 3-Way  
9 Calling and additional lines at savings.

10  
11 **Q. Are the residential access line services provided by these CLECs**  
12 **substitutable for or functionally equivalent to SWBT's residential**  
13 **access line services?**

14 **A.** Yes. As can be seen from the CLEC tariffs of AT&T and LDD, the  
15 residential access line services and line-related services provided by  
16 these competitors provide the same type of access to the network that  
17 SWBT's services provides. Whether the customer is purchasing the  
18 service from SWBT or from a CLEC, the customer is receiving the ability  
19 to access the telecommunications network.

20  
21 **Q. Are the prices that CLECs are charging for residential access line**  
22 **services generally comparable to the prices charged by SWBT?**

1 A. Yes. Schedule 5 provides additional examples which reflect that rates  
2 are comparable. The matrix shows certain CLECs, namely LDD and  
3 McLeod USA, that have rates and services comparable to those that are  
4 offered by SWBT.  
5

6 **Q. Are the local calling scopes offered by CLECs comparable to**  
7 **SWBT's local calling scopes?**

8 A. Yes. At a minimum, CLECs typically match SWBT's local calling scopes.  
9

10 **Q Other than tariffs, what evidence is there that the products of these**  
11 **CLECS are substitutes for SWBT's local services and that**  
12 **competitors are effectively serving residential customers today?**

13 A. The marketing efforts of these competitors throughout the state of  
14 Missouri reflect that CLECs are competing with SWBT. I am providing  
15 examples of advertisements that appeared in SWBT's exchanges  
16 targeting residential customers as Schedule 6. These offers makes it  
17 clear that CLECs are advertising these services as substitutes for SWBT's  
18 services because these advertisements are trying to entice customers to  
19 disconnect SWBT's residential service and purchase the CLEC's service  
20 instead.  
21

22 **Q. Earlier you mentioned that SWBT also faces competition for**  
23 **residential access line services from non-traditional sources such as**

1        **wireless service. Please explain how wireless services are**  
2        **substitutable for SWBT's residential access line services.**

3        A.     Please refer to Schedule 7 a direct mail piece for AT&T Wireless phone  
4        service that was mailed to Missouri consumers. It encourages customers  
5        to use wireless service in lieu of wireline service. Other ads from wireless  
6        providers (Schedule 8) also show the substitutability of their services.  
7        Several wireless providers are offering plans with no roaming charges and  
8        no domestic long distance charges, and include free Caller ID, and free  
9        Call Waiting. Digital wireless service offers the same ability to make and  
10       receive calls that SWBT offers, including line-related services services  
11       like Call Waiting and Caller ID.

12       There are three types of customers who use wireless service as a  
13       substitute for SWBT's residential services: (1) those that completely  
14       replace landline phones with wireless and use their wireless as their  
15       primary phones, (2) those who purchase wireless phones instead of  
16       additional landline phones, and (3) those who migrate some of their  
17       landline minutes of use to their wireless phones. Wireless service may  
18       be priced higher, but many packages include unlimited off peak calling.  
19       Many also include a certain number of toll minutes. Additionally, wireless  
20       carriers offer payment plans that do not require a significant deposit for  
21       younger customers without established credit histories.

22       In a survey conducted of 900 households that have wireless phone users,  
23       36.4% reported using their wireless phones while at home and 26.2%

1 reported using their wireless phones while at work. Additionally, over 12%  
2 of the respondents reported making their most recent wireless phone  
3 purchase instead of installing additional landline telephone service.  
4 Displacement of landline voice minutes in the U.S. is expected to grow  
5 over the next five years, potentially accounting for 41% of all voice  
6 minutes by the year 2005, up from 6.5% in 1999. See Schedule 9  
7 Yankee Group Wireless/Mobile Services Report and Schedule 10 a  
8 bulletin entitled "Replacing Landline with Wireless- How Far Can It Go"?  
9 by analyst Callie Nelsen. Clearly, customers are becoming more  
10 comfortable using their wireless service as a substitute for SWBT's  
11 residential access line services.

12  
13 **Q. What advertising do these wireless providers use?**

14 **A.** Evidence can be found in direct mailing pieces, radio spots, ads in local/  
15 regional/ national newspapers and other publications. By observing how  
16 aggressively the competitors are pursuing customers, it is possible to gain  
17 some insight into the market. A variety of marketing effort examples is  
18 apparent in the Missouri marketplace today. Competitors make offers to  
19 residential customers by utilizing direct mail, radio, TV, print advertising,  
20 door-to-door and websites. See Schedule 8 for samples.

21  
22 **Q. Are wireless providers regulated by the Commission?**



1 A. No. Wireless providers are not under the jurisdiction of the Commission.  
2 They do not receive certification from the Commission, they do not file  
3 tariffs with the Commission, and the Commission does not regulate their  
4 prices.

5  
6 **Q. You mention that wireless providers' prices are not regulated by the**  
7 **Commission. Are their prices regulated by the Federal**  
8 **Communications Commission (FCC)?**

9 A. No. There are typically a few wireless providers in each market area and  
10 they are free to price their services however they deem appropriate in the  
11 market.

12  
13  
14 **Q. You mentioned other non-traditional sources of competition for**  
15 **SWBT's residential access line services. Please explain how these**  
16 **technologies are substitutable for SWBT's residential access line**  
17 **services.**

18 A. Cable phones, which use the cable wiring traditionally used to provide  
19 cable television, are a direct substitute for the SWBT local telephone line.  
20 This form of telephony provides the same service and basic features as  
21 traditional phone service. This includes the use of a traditional style  
22 handset. Cable modems use this same connection as the cable phone.  
23 The connection of the cable modem to the Internet via the cable service is

1 a direct substitute for a second phone line that can be used to access the  
2 Internet via dial-up access. More importantly, cable phones, cable  
3 modems, and in-home cable television can be used concurrently. By  
4 using a headset attached to a computer, the cable modem can be used to  
5 make calls across the street or around the world using a service provider  
6 like Net2phone. DSL service can be added to an existing line, again  
7 removing the need for an extra phone line, and can be used in the same  
8 manner as the cable modem to make phone calls via the Internet.

9  
10 **Q. You have demonstrated that several forms of alternative providers**  
11 **exist and that they provide substitutable services for SWBT's**  
12 **residential access line services in Missouri. Do these various forms**  
13 **of competitors exist in all the SWBT exchanges in which SWBT is**  
14 **seeking a competitive classification for residential access line**  
15 **services?**

16 **A. Yes. With respect to CLEC competitors, many CLEC tariffs indicate that**  
17 **they provide residential access line services in all of SWBT exchanges.**  
18 **Please see Schedule 3 which summarizes the exchanges for which the**  
19 **various CLECs have filed tariffs offering residence service. Schedule 11**  
20 **is a map demonstrating the number of CLECs which have filed residence**  
21 **service tariffs in SWBT's exchanges.**

22

1 With respect to the non-traditional alternatives, such as wireless service  
2 and Internet based offerings, they are also available to customers  
3 throughout the state in which SWBT is seeking a competitive classification  
4 for consumer residential access line services.  
5

## 6 **LINE-RELATED SERVICES SUCH AS VERTICAL SERVICES**

7

8 **Q. What are vertical services?**

9 A. Vertical services are line-related services offering features that can be  
10 added to residential access lines to make the line more functional. The  
11 typical line related services are the numerous vertical services that SWBT  
12 provides, but it also includes things like hunting which allows calls to  
13 "hunt" from a busy line to another line that is not busy.  
14

15 **Q. What vertical services does SWBT offer?**

16 A. The vertical services offered by SWBT are called EasyOptions® Services  
17 and include the vertical and Custom Calling features (CCF). These  
18 include, but are not limited to, services such as, Call Waiting, Auto Redial,  
19 Three Way Call, Call Blocker, CallerID with Name Delivery, CallerID with  
20 Number Delivery, Speed Dial 8, and Call Waiting ID.  
21

1 **Q. Explain the impact of residential access line loss and how it affects**  
2 **line-related services.**

3 A. The basic residential access line and our additional access line products  
4 are point of entry products, meaning that the customer must retain their  
5 residential access line to have any of our vertical services. When a  
6 customer disconnects their line and goes to a competitor, SWBT not only  
7 loses the recurring line revenue, but it also loses the opportunity for any  
8 recurring revenue from the line-related services to which they have  
9 subscribed.

10

11 **Q. What types of competition exist for vertical services?**

12 A. The most obvious type of competition is from CLECs that resell SWBT  
13 service or offer comparable services via their own network/platform.

14

15 Consumers also substitute their wireless service for wireline, and they  
16 may then obtain vertical services from their wireless provider. Most, if not  
17 all, of the Easy Option Services and CCF vertical services offered by  
18 SWBT are available from wireless service providers.

19

20 There is also the opportunity to obtain CPE that will perform the same  
21 functions as some of our vertical services. For instance, a redial feature is  
22 programmed on most telephone handsets currently available in retail  
23 stores. This feature is comparable to our Auto Redial service that allows

1 the last outgoing number to be redialed. Some consumer telephones  
2 have a conferencing feature that allows the users to conduct a conference  
3 call without operator assistance if the subscriber has 2 lines. This feature  
4 is comparable to our 3-Way calling feature. The customer pays a one-time  
5 charge for outright purchase of the CPE which eliminates the need to pay  
6 additional monthly fees for vertical services added to the telephone line.  
7 Many telephone sets also allow consumers to program frequently dialed  
8 numbers, which is comparable to SWBT's speed dialing features.

9  
10 For customers that want to stay connected while on the Internet, Internet  
11 Service Providers (ISPs) are now offering Call Waiting, CallerID and Voice  
12 Mail via their own network. This eliminates the need for customers to  
13 subscribe to SWBT's vertical services so they will not miss calls while  
14 surfing the net.

15  
16 **Q. Are the vertical services that the CLEC competitors offer tariffed?**

17 **A. Yes.**

18  
19 **Q. Do these CLEC tariffs demonstrate that CLECs are providing the**  
20 **same types of vertical services that SWBT provides?**

21 **A. Yes.** For example, McLeod resells SWBT's residential services. It  
22 provides services in the same exchanges that SWBT's services are  
23 offered. McLeod's General Exchange Tariff shows that it offers the same

1 vertical services (Easy Options) as listed in SWBT's General Exchange  
2 Tariff.

3  
4 **Q. Are the prices charged by CLECs for vertical services generally**  
5 **comparable to the prices charged by SWBT?**

6 A. Yes, generally speaking, prices are comparable. In Schedule 5, I provide  
7 several examples demonstrating that prices charged by CLECs for vertical  
8 services generally compare to the prices charged by SWBT. Several  
9 examples exist, but specifically, McLeod's tariff shows that the monthly  
10 rate for Call Forwarding is \$2.85. The monthly rate that SWBT charges for  
11 this service is \$3.24. Additionally, McLeod offers Call Blocker for \$2.85  
12 while SWBT offers this service for \$3.00. LDD offers Call Blocker and  
13 Call Forwarding for the same price as McLeod.

14  
15 **Q. Earlier, you mentioned that SWBT also faces competition for vertical**  
16 **services from non-traditional sources such as wireless service. Do**  
17 **you have examples of marketing efforts by wireless providers that**  
18 **shows they offer vertical services similar to SWBT's vertical**  
19 **services?**

20 A. I have demonstrated earlier in my testimony that customers are  
21 increasingly using wireless service as a substitute for SWBT's residential  
22 access services, and wireless providers are also offering substitutable  
23 vertical services.

1

2

As shown in Schedule 12, MCI Worldcom wireless service offers a consumer package which includes voice mail, Call Waiting, 3 Way Calling, a free phone with missed call indicator, and Last Number redial.

5

6

AT&T Wireless offered their PCS voicemail with message waiting indicator, free Call Waiting, Caller ID and a free executive headset.

7

8

Schedule 12 also "Wireless Advertising of Vertical Services" provides examples of wireless advertisements that demonstrate that wireless providers offer vertical services that are the same as SWBT's vertical services.

10

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13

**Q. You have demonstrated that several forms of alternative providers exist and that they provide substitutable services for SWBT's vertical services in Missouri. Do these various forms of competitors exist in all of SWBT's exchanges?**

14

15

16

17

**A. Yes.**

18

19

**Q. You also mentioned earlier that SWBT faces competition of its vertical services from providers of CPE, do you have examples that would support this?**

20

21

22

**A. Yes, I have examples of ads attached as Schedule 13 featuring CPE that offer the redial feature that is built into the equipment, eliminating the**

23

1 need for a consumer to purchase the vertical feature from SWBT. The  
2 CPE is competitively priced and widely available. Additionally, for  
3 consumers that have two or more lines, they can obtain a two line phone  
4 which will give them the ability to a conference call without ordering 3 Way  
5 Calling or without operator assistance. 3 Way Calling is very popular  
6 among households with teenagers and those with someone working at  
7 home. Many kinds of CPE also include pre-programmable speed dialing  
8 buttons.

9  
10 **Q. Are these CPE products available in all the exchanges that SWBT**  
11 **offers vertical services for comparable prices?**

12 A. Yes, manufacturers generally make their CPE products widely available  
13 through national and local retailers, mail houses and through Internet  
14 websites.

15  
16 **Q. Why should this Commission declare SWBT residential access lines**  
17 **and line related services competitive?**

18 A. Considering both function and price, many competitors in Missouri are  
19 providing comparable products and services in the consumer market  
20 related to residential access line services and line-related services like  
21 vertical services. The growth in the number of competitors, the breadth of  
22 comparable alternatives and competitor marketing efforts support SWBT's  
23 position that comparable alternatives exist throughout all of SWBT's



1 exchanges in Missouri. The time for competitors to have a regulatory-  
2 imposed advantage has ended. The Commission should permit the  
3 statute to work as intended and grant a competitive classification for  
4 SWBT's residential access line and line-related services.  
5

6 **Q. What impact would it have on the market if these products/services**  
7 **are declared competitive? How will customers benefit?**

8 **A.** As touched on earlier, flexibility in pricing encourages the introduction of  
9 new technologies into the market. Entrepreneurs are looking for the  
10 opportunity to provide products or service to buyers where there is an  
11 ability to earn profits. These new technologies will meet customers' needs  
12 for new services, helping to improve the quality of their life. It is important  
13 to remember that SWBT, as a business, acts as an entrepreneur.  
14 Customers will benefit by allowing SWBT to be more innovative and take  
15 more risks. For example, a new product could be introduced at a low  
16 price to give customers the opportunity to try it.  
17

18 **Q. Please summarize your testimony.**

19 **A.** I have demonstrated that there are alternative providers providing  
20 services that are substitutable for or functionally equivalent to SWBT's  
21 residential access line and line-related services. Not only do these  
22 alternative providers include the CLECs competing against SWBT, but the  
23 alternative providers also utilize a group of diverse technologies such as

1 wireless and Internet-enabled communication such as Internet telephony,  
2 email and instant messaging. SWBT is seeking a competitive  
3 classification for its residential access line and line-related services so it  
4 can compete on more equal terms with its competitors..  
5

6 **Q. Does this conclude your testimony?**

7 **A. Yes, it does.**

**FITE**

**Schedule 1**

## **Residential Service Definitions and Line Related Services**

**Flat Rate Service** is an Exchange Service furnished for a specified sum without regard to the amount of use. (General Exchange Tariff Sect 8)

A flat rated line that provides residence customers the ability to make and receive telephone calls. These lines can be used to make voice telephone calls or to transmit data to or from the public switched network.

**Measured Service** is a class of service for which a charge is made in part on the basis of network access and, in part, on the basis of four local usage pricing elements, number of local messages, the duration of the message, the distance of the message within the local area and the time of day the message was placed. (General Exchange Tariff Sect 8)

A usage rated line that provides residence customers the ability to make and receive telephone calls. These lines can be used to make voice telephone calls or to transmit data to or from the public switched network.

**Message Rate Service** is a class of Exchange Service, not including coin box service, for which charge is made wholly or in part on the basis of amount of use. (General Exchange Tariff Sect 8)

Customers contracting for message rate service are billed monthly at rates specified in the Local Exchange Tariff plus charges for local messages in excess of the message allowance, if any, used during the preceding month.

### **EAS (Extended Area Service)**

A local exchange service that is provided between two or more contiguous exchange areas. (General Exchange Tariff Section 8)

Extended Area Service is a non-optional arrangement whereby customers in one exchange can call customers in contiguous exchanges, thereby expanding the local calling scope without paying toll charges for each call.

## **Vertical Services**

**Caller ID** provides for the transmission of Calling Party Number (CPN) and Calling Name Delivery information to the subscriber's access line. Caller ID customers must provide and connect their own compatible premises equipment (CPE) to process the information.

**Call Waiting** alerts a customer that another caller is trying to reach him. Customers also have the ability to temporarily deactivate their Call Waiting

services for the duration of one call. Call Waiting is automatically re-activated for the next originating or terminating call.

**Call Forwarding** enables a customer to transfer their incoming calls to another phone number.

**Three-Way Calling** enables a customer to add a third party to an existing call, thereby establishing a conversation between three different parties.

**Call Return** enables a customer to redial the number of their last incoming call. If the number is busy, the Telephone Company's equipment will attempt to re-dial the number for up to 30 minutes. The subscriber will be signaled via a special ring when the call is no longer busy and can be successfully completed.

**Auto Redial** enables a customer to automatically redial the last outgoing telephone number that was dialed. If the re-dialed telephone number is busy, the Telephone Company's equipment will attempt to re-dial the number for up to 30 minutes. The subscriber will be signaled via a special ring when the call is no longer busy and can be successfully completed.

**Priority Call** provides the subscriber with a distinctive ring or Call Waiting tone (if the customer has subscribed to Call Waiting) when incoming calls are placed from previously designated phone numbers. The subscriber constructs his own screening list of telephone numbers by dialing a unique code.

**Call Blocker** enables the customer to block calls that originate from preselected telephone numbers and/or the last incoming call (without actually knowing the number). To block certain numbers, the subscriber creates a screening list. The telephone number of the last incoming caller can be added to the screening list by dialing a special code.

**Call Forwarding Busy Line** allows incoming calls that encounter a busy condition to be automatically forwarded to a pre-designated telephone number.

**Call Forwarding Don't Answer** allows incoming calls that are not answered after a pre-selected number of rings to be automatically forwarded to a pre-designated telephone number.

**Selective Call Forwarding** enables the customer to forward incoming calls that originate from pre-selected telephone numbers to another telephone number. The subscriber constructs a screening list by dialing a specific activation code.

**Anonymous Call Rejection** allows customers to automatically reject calls that have been blocked or marked anonymous by the calling party.

**Privacy Manager** enables a customer to manage incoming calls that have been identified as "anonymous", "out of area", "unavailable" or "private" before their phone rings. These types of calls are intercepted and an announcement is played informing the caller to either record their name, temporarily unblock the delivery of their phone number or enter a by-pass code.

**Internet Caller ID** allows a customer to be notified of an incoming call via a pop-up dialog box on their personal computer while logged onto the internet. The subscriber will see the Caller ID information of the incoming caller and has several call disposition options to choose from.

**Hunting**

Customers with more than one line and one-party service where facilities exist may have this service.

**Rotary Hunt** - The hunt for an idle line starts with the called line in a prearranged group and ends with the last line in the group, completing the call to the first idle line encountered. Unless the first line is called, only a portion of the group is hunted.

**Circle Hunt** - This feature permits a complete hunt sequence over all the lines in a prearranged group. If no idle line is encountered, the hunt will continue until it reaches the line that was originally called.

**Preferential Hunt**: Some or all of the lines in a hunt group may have an associated preferential hunt list. This hunt list permits a pre-hunt over a subset or preferential group of lines before hunting through the multiline hunt group.

**FITE**

**Schedule 2**

## Broadband Internet Access Becomes the Norm in Kansas City, Mo.

Ted Sickinger

04/02/2000

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ON THE INFORMATION SUPERHIGHWAY, Alan Grimes is the cure for road rage.

Grimes is a telephone technician, and he spends his days crisscrossing the metropolitan area, tool belt in tow, delivering high-speed Internet access to speed-starved Web surfers.

If you haven't heard, high-speed Internet access -- also referred to as broadband or high-bandwidth service -- has gone mainstream. **Myriad companies, from telephone and cable operators to Internet service providers, are peddling different flavors, each saying its is the latest and greatest.**

The market is ripe. According to a recent study from market research company Cahners In-Stat, 60 percent of American households will access the Internet this year. And, by one estimate, they will collectively waste 2.5 billion hours waiting for Web pages to download to their computers.

Carriers are betting that once consumers experience life in the Internet fast lane, they'll settle for nothing less.

With high-speed access, Web pages pop up. Video and music files are delivered with speed and quality. Unlike a dial-up modem, the service is always on, with no busy signals.

Moreover, consumers who already are paying each month for a second phone line and for a dial-up Internet service often find that they can purchase high-speed service with no increase in their monthly outlay.

What you won't hear as you sift through the broadband hype, however, is that these are the early days. Each service has inherent strengths and weaknesses, and the carriers are still learning how to deliver and support them.

Moreover, on high-speed services -- phone or cable -- your Internet speed is only as fast as the computer server that's sending you data. So popular Web sites can still appear slowly on your screen at home, and experienced users say speeds are generally a fraction of the advertised potential, but still acceptably fast.

Complaints abound about incompetent customer service, service outages and protracted installations. Most important, the services aren't universally available yet, so you may not be able to get one.

"It's seems like a simple service until you try to put it together," said



Grimes, who works for Southwestern Bell. "Sometimes the pieces don't fit. It's an adventure every time."

With that in mind, here is an overview of the largest providers and their options for residential users in the area.

Time Warner Cablevision's Road Runner is the most established broadband service in the area, with about 10,000 subscribers.

Introduced last spring, Road Runner is available everywhere Time Warner has upgraded its cable network for two-way service. That leaves out the bulk of Johnson County, which the company plans to upgrade by year's end.

Road Runner runs \$40 a month and provides a high-speed data connection over the same line as your cable television. If you don't take cable, you can still get Road Runner, but it costs a bit more.

Theoretically, cable modems can provide faster service than phone-based alternatives. But to economize on its connections to the Internet, Road Runner says it chokes back customers' speed to 2 megabits per second.

That's still blazing, to be sure, 70 times faster than a standard-speed modem. But the other caveat is that cable networks provide shared service, meaning that as more users in your neighborhood hop on the network, it slows down.

Dale Bishop, a computer consultant and one of the company's early-bird testers, says his download speeds using Road Runner varied from breathtakingly fast to interminably slow. There was little pattern he could discern. Because of repeated e-mail outages and his inability to get technical questions answered by customer service, however, Bishop decided to bail out last month in favor of the phone company's offering.

Other users say they're perfectly happy with Road Runner. Most important, it's widely available, and the company typically can hook it up three days after you call.

Brian Goldberg, general manager for Road Runner services in Kansas City, acknowledges that the company has had some growing pains since its launch and that customer service sometimes lacks the technical wherewithal to satisfy the requests of power users. But he says the company is revamping its processes and hopes to have those issues ironed out soon.

He also notes that any issues with speed have nothing to do with the cable network, but with Road Runner's ability to buy enough high-speed capacity from backbone providers, which link the cable network to the Internet. Those providers haven't kept pace with Road Runner's demands, Goldberg said.

"I think we've rounded that corner now," he said.

COMING SOON: the merger of Time Warner and AMERICA ONLINE, if federal regulators approve. The deal could bring Road Runner subscribers a host of AOL content and features, and current AOL subscribers could get a convenient means to get high-speed service and AOL.

Phone-based broadband was slower coming than cable. But the empire is striking back, with Southwestern Bell making aggressive promotional offers, spending a fortune on advertising and billions to extend its service -- called digital subscriber lines -- to 80 percent of its customers by the end of 2003.

Unlike cable companies, Bell also is required to open its network to competitors, which install their own equipment in phone company offices and sell DSL service by running a second phone line into a home.

Bell also resells DSL through independent Internet service providers, which can add features to better compete with the phone company.

DSL from Southwestern Bell and its partners runs over your existing phone line, so you can talk and surf the Net simultaneously. It provides download speeds that range from 144 kilobits per second to 6 megabits per second, depending on how much you're willing to pay.

Bell guarantees speeds, but that commitment covers only the span between your computer and its central office -- not all the way to the Internet.

DSL comes in many types and prices. The garden variety is asymmetric DSL, or ADSL, which receives data many times faster than it sends.

The distinction isn't critical for casual users. But users who regularly send large files back and forth from work or want good-quality videoconferencing may want to pop for enhanced ADSL, at about five times the price of the basic service.

Or there is symmetric service, called SDSL. It sends and receives data at the same speed. It is often referred to as "business class" DSL because business users tend to do more heavy-duty sending of information. Providers such as Birch Telecom and Grapevine.net also dress up the service with a variety of features and equipment that meet business users' needs.

Whatever your preferred provider, availability can be a problem. To get it, you have to live within three miles of one of the phone companies' central offices. That's cable feet, not as the crow flies. Houses across the street from a central office are often several thousand cable feet away.

Even customers who live within the prescribed range can have problems getting DSL. Some lines have equipment on them that interferes with a digital signal. If Bell has to send a technician down a manhole to remove the offending gear, the cost to you can be as much as \$900.

SDSL providers say they can provide service slightly farther than three miles. And Southwestern Bell is laying new cable and building remote stations to extend its DSL umbrella. It's not clear how widely or quickly that will rectify matters.

Coming soon: Line-sharing regulations that will force Bell to give competitors access to the DSL portion of their customers' primary voice lines. Without running a second line into a home, competitors can slash the cost of service. One competitor's estimate: ADSL for \$19.95 a month by next year, down \$20 a month from the current rate.

Craig Bartholomaeus is one of the maiden voyagers on Sprint's Integrated On-Demand Network, or ION, a DSL-based service the Westwood company started offering in January in Kansas City, Denver and Seattle.

Technicians are still tweaking the service and working through installation issues. The company calls it a "slow roll," meaning pioneers such as Bartholomaeus are still getting it free and keeping their regular phone lines while Sprint puts the service through its paces.

The marketers describe ION as an "everything all at once broadband plus" service. For \$160 a month, you get the works: four voice lines, local phone service, 750 minutes of long-distance and two high-speed data lines.

Customers control the bandwidth smorgasbord with a point-and-click control center on their computer. The "dashboard" lets them allocate bandwidth between computers, order a steady data stream for videoconferencing, check their long-distance use, or turn calling features on and off.

Other carriers are headed in the same direction. But most are waiting for vendors to get the kinks worked out of the equipment. Sprint claims to have a lead in the area because of technology it developed in-house.

Bartholomaeus says his control center still isn't fully operational. And a fellow ION tester in Raytown, K.J. Turner, says Sprint technicians were virtually camped at his house for two weeks trying to get his voice lines working, which they eventually did. Both say, however, that Sprint's customer service and technical support have been first class.

"I don't have any problem with the hardware or the network going down occasionally," Bartholomaeus said. "It's a new service. I just want someone to listen to me when I have a problem."

ION is expensive, but it packs a lot more than standard DSL and cable service. Sprint is counting on selling it to folks such as Bartholomaeus, who was already spending \$200 a month for multiple phone lines, Internet access and long-distance.

Coming soon: A general rollout of ION. Also, an ION-light version with a smaller bucket of long-distance minutes and two voice lines.

**FITE**

**Schedule 3**

Page 1 of 4

Residence CLECs' Service Area (Source: Missouri PSC website & CLEC tariffs)		Exchange Name		Number of CLECs	
ESSEX	45	1-800-Rconex (All)	1	1	1
EUREKA	45	Accutel (All)	1	1	1
EXCELSIOR SPRING	45	ALLTEL (Springfld)	1	1	1
EARLEY	45	AT&T (All)	1	1	1
FARMINGTON	45	BarTel Comm (All)	1	1	1
FAYETTE	45	BTI (All)	1	1	1
FENTON	45	Buy-Tel (All)	1	1	1
FESTUS-CRYSTAL CITY	45	Camarato (All)	1	1	1
FISK	45	Central MO Telecom (Lake of the Ozarks)	1	1	1
FLAT RIVER	45	Ciera (All)	1	1	1
FRANKFORD	45	Computer Bus Sci (All)	1	1	1
FREDERICKTOWN	45	Connect (All)	1	1	1
FREEBURG	45	Delta Phone (All)	1	1	1
FULTON	45	DMJ Comm (All)	1	1	1
GLASGOW	45	dPI-Teleconnect (All)	1	1	1
GIDEON	45	Everest (All)	1	1	1
GRAVOIS MILLS	45	EZ Talk (All)	1	1	1
GRAIN VALLEY	45	HJN (All)	1	1	1
GREENWOOD	45	LOD (All)	1	1	1
GREENWOOD	45	Max-Tel (All)	1	1	1
HANNIBAL	45	McLeod (All)	1	1	1
HARVESTER	45	MO Comm South (All)	1	1	1
HAYTI	45	MO Telecom (Select exchanges)	1	1	1
HERCULEUM-PEVELY	45	Navigator (All)	1	1	1
HIGBEE	45	Net-Tel (All)	1	1	1
HIGH RIDGE	45	NOW Comm (All)	1	1	1
HILLSBORO	45	Omniplex (All)	1	1	1
HOLCOMB	45	Payroll Advance (ALL)	1	1	1
HORNERSVILLE	45	Phones for All (All)	1	1	1
IMPERIAL	45	Primary Network (All)	1	1	1
JACKSON	45	QCC (All)	1	1	1
JASPER	45	Quick-Tel (All)	1	1	1
JOPLIN	45	Quintelco (All)	1	1	1
KANSAS CITY	45	Qwest (All)	1	1	1
KENNETT	45	Ren-Tel Comm (All)	1	1	1
KIRKSVILLE	45	Simply Local Svc (All)	1	1	1
KNOX POSTER	45	Smoke Signal (All)	1	1	1
LAKE OZARK-OSAGE BEACH	45	Snappy Phone (All)	1	1	1
LAMAR	45	SouthWest Teleconnect (All)	1	1	1
LAMONTE	45	Sprint (KC Metro)	1	1	1
LANCASTER	45	Suretel (All)	1	1	1
LEADWOOD	45	Tel Com Plus (All)	1	1	1
LILBOURN	45	Tel-Link (All)	1	1	1
LINN	45	The Cube (All)	1	1	1
LOCKWOOD	45	The Pager Co (All)	1	1	1
LOUISIANA	45	TranStar (All)	1	1	1
MACOS CREER	45	Universal Tel (All)	1	1	1
	45	US Telco (All)	1	1	1
	45	Z-Tel (All)	1	1	1

**CLECS OFFERING RESIDENCE SERVICE IN MISSOURI SWBT EXCHANGES**

[illegible]

CLECS OFFERING RESIDENCE SERVICE IN MISSOURI SWBT EXCHANGES

Residence CLECS Service Area (Source: Missouri PSC website & CLEC tariffs)	
Exchange Name	Number of CLECs
ST JOSEPH	45
ST LOUIS	45
ST MARYS	45
STANBERRY	45
STE GENEVIEVE	45
TRENTON	45
TUSCUMBIA	45
UNION	45
VALLEY PARK	45
VERSAILLES	45
VIENNA	45
WALNUT GROVE	45
WARD	45
WARE	45
WASHINGTON	45
WEBB CITY	45
WELLVILLE	45
WESTPHALIA	45
WYATT	45
1-800-Rconex (All)	
Accutel (All)	
ALLTEL (Springfld)	
AT&T (All)	
Bartel Comm (All)	
BTI (All)	
Buy-Tel (All)	
Camarato (All)	
Central MO Telecom (Lake of the Ozarks)	
Ciera (All)	
Computer Bus Sci (All)	
Connect (All)	
Delta Phone (All)	
DMJ Comm (All)	
dPi-Teleconnect (All)	
Everest (All)	
EZ Talk (All)	
HJN (All)	
LDD (All)	
Max-Tel (All)	
McLeod (All)	
MO Comm South (All)	
MO Telecom (Select exchanges)	
Navigator (All)	
Net-Tel (All)	
NOW Comm (All)	
Omniplex (All)	
Payroll Advance (ALL)	
Phones for All (All)	
Primary Network (All)	
QCC (All)	
Quick-Tel (All)	
Quintelco (All)	
Qwest (All)	
Ren-Tel Comm (All)	
Simply Local Svc (All)	
Smoke Signal (All)	
Snappy Phone (All)	
SouthWest Teleconnect (All)	
Sprint (KC Metro)	
Suretel (All)	
Tel Com Plus (All)	
Tel-Link (All)	
The Cube (All)	
The Pager Co (All)	
TranStar (All)	
Universal Tel(All)	
US Telco (All)	
Z-Tel (All)	



**FITE**

**Schedule 4**

# Get everything you want in local phone service. And more.



## More service—in a single, simple connection.

Now, through the power of broadband technology, AT&T brings you local and long distance phone service to keep your family connected. AT&T Digital Phone Service brings you the future of calling with the clarity and reliability of digital service. Upgrade your home today and get:

A choice of single- or multi-line packages at great rates

Unlimited local calling

Great rates on state-to-state and in-state long distance calls from home

Convenient calling features: Caller ID<sup>1</sup>, Call Waiting and 3-Way Calling

## More flexibility—for all the ways you communicate.

Sometimes one line simply isn't enough to handle your family's calling needs. That's why we've made it easy and affordable for you to get the lines you need, to communicate the way you want.

<sup>1</sup> Available in 31 areas. Not valid with any other offer. Enrollment ends 3/10/01. Grade wiring charges may apply. Free month of service is equal to the monthly recurring charge for the package in which you subscribe. Phone will be delivered time of installation. Cost of phone offer equivalent available. \*Requires Caller ID equipment. Available on a one time use to first-time AT&T Digital Phone Service customers only. AT&T will credit your bill \$100 toward the cost of switching to your previous local phone service provider. You must contact AT&T within 30 days of installation. Call for details. ©2001 AT&T. All Rights Reserved.

**More savings—get FREE installation\* and a FREE month of local phone service.<sup>2</sup>**

With the extra assurance of our 30-Day Satisfaction Guarantee,<sup>3</sup> there's no better time to get connected.

## More value—and now get a FREE Caller ID Phone<sup>4</sup>

- Easy to use and read Caller ID display
- 99 Name and Number Caller ID log
- Flash feature for easy Call Waiting use

Your free Caller ID Phone lets you take advantage of the convenient calling features included with your service. Now, Caller ID and Call Waiting work together to put you in control—so you can see who's calling even while you're on the phone.



**Call today  
1-888-824-8694**



**DIGITAL PHONE**

Schedule 4

## A T &amp; T D i g i t a l P h o n e S e r v i c e

ST. CHARLES, MO  
63304

crease your lines of  
**communication.**  
Starting with a  
**free one.**

FREE Installation\*  
One FREE month of local service\*\*  
Two FREE months of Voice Mail†

Buy any 2-line package\*\*  
and the **second line is FREE**  
for the first three months.

2-line packages starting as  
low as **\$31.95** a month.

**Get more out of your phone service with one powerful connection for local, long distance—and more.**

Now the power of Broadband makes life easier with additional lines and services that let you do more. AT&T Digital Phone Service gives you a great deal on single- or multi-line packages. Plus, convenient calling features. You're all set to get what you need today with AT&T Digital Phone Service.

MAR 16 2001

**Call now | 888 824-8698****DIGITAL PHONE**

# A T & T   D i g i t a l   P h o n e   S e r v i c e

It's not just getting  
phone service.  
It's getting  
more out of it.

**Sign up now for a great deal.**

Do so much more with AT&T Digital Phone Service. One powerful local and long distance connection to your home that helps you keep up with all the ways you communicate.

**The connection for all the ways you communicate.**

what you want when you want and get the lines you need to communicate. With a multi-line package, that's not a problem.

**More of what you want.**

Great single- and multi-line packages are available. With popular calling features included and even more to choose from, what could be more convenient?

**The flexibility you need.**

Customize your phone service as you need by adding lines, services and convenient calling features. You're all set to get what you want with AT&T Digital Phone Service.

**Ask about our 30-day satisfaction guarantee.<sup>1</sup>**

**Call now 1 888 824-8698**

**Get FREE installation,\*  
one FREE month of local service\*\*  
and two FREE months of Voice Mail!**

### Local and long distance service

### Unlimited local calls

### Convenient calling features

**Great rates on domestic, in-state  
and state-to-state long distance calls  
from your home**

### Additional lines at great savings

Plus, when you sign up now and buy any 2-line package,<sup>1</sup> the second line is **FREE** for the first three months.

2-line packages starting as low  
as \$3 | .95 a month.



## DIGITAL PHONE

**www.digitalphone.att.com**

[illegible][illegible]

**A T & T Digital Phone**

*St. Charles, mo 63304*

# Welcome to the local phone service with digital clarity and reliability.

- Single or multiple lines
- Local and long distance service
- Unlimited local calls
- Great rates on in-state and state-to-state long distance calls from home
- Convenient calling features
- Additional lines at great savings

Great rates on local, long distance and more lines. Get connected to what's next with AT&T Digital Phone Service. You'll enjoy the simplicity and value of unlimited local calls and great rates on domestic long distance calls from home. Plus, your choice of 1 to 4 lines. You can even keep your current phone number. And, as your needs change, you can easily and affordably add more lines, features, and services.

**For FREE installation\* and a FREE month of local phone service\*\***

**Call 1 800 443-4984 today.**

**Ask about our 30-day satisfaction guarantee.†**

MAR 2 - 2001

Available in select neighborhoods. Call today to find out when your neighborhood is going digital.



**DIGITAL PHONE**

\*Not available in all areas. Not valid with any other offer. Not available to current AT&T Digital Phone Service customers. \*\*Inside wiring charges may apply. State charges may also apply. Free month of service is equal to the monthly recurring charge of the package to which you subscribe. Additional features, long-distance and extended Metropolitan calling areas not included. Taxes and surcharges may apply. †Available to first-time AT&T Digital Phone Service customers only. AT&T will credit you \$100 to switch you back to your previous local phone service provider if you contact AT&T within 30 days of installation. Call for details.

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FS2

## AT&amp;T Digital Phone Service



Is your phone line  
**keeping up**  
with all the ways you  
**communicate?**

**AT&T Broadband brings local and long distance  
phone service into the future through the  
power of broadband technology.**

Now you can get local and long distance together, with your choice of  
affordable single or multiple lines, plus the calling features you're looking  
for — all at great rates! **Call 1 800 443-4984**

Get **FREE** installation,\*  
and a **FREE** month of  
local phone service.\*\*



**DIGITAL PHONE**

## AT&T Digital Phone Service.

It's not just getting

phone service.

It's getting

more out of it.

AT&T Digital Phone Service is here — giving you more out of your phone service with one powerful connection for local, long distance — and more.

### The connection for all the ways you communicate.

If you only have one line, you can be out of touch and not even know it. Think for a moment — is there someone in your family who's always online or tying up the phone when you're waiting for a call? With AT&T Digital Phone Service you can get the lines you need to keep up with the ways you communicate.

### More of what you want.

Getting phone service with local and long distance from one company is only the beginning. You can get affordable single- and multi-line packages with convenient calling features. Plus, you can even keep your current phone number. What could be simpler?



One powerful connection  
gives you all this:

Local and long distance service

Unlimited local calls<sup>as</sup>

Convenient calling features

Great rates on domestic,  
in-state and state-to-state  
long distance calls from home

Additional lines at great savings

**The flexibility you need.**

Customize your phone service by adding lines, services and convenient calling features. With AT&T Digital Phone Service you're all set to get what you need — whenever you need it — to stay connected.

**Call today to get a great deal.**

**Get FREE installation\***  
**One FREE month of local service\*\***  
**Two FREE months of Voice Mail†**

**Plus, for a limited time when you  
 sign up for any 2-line package, the  
 second line is FREE the first 3 months.‡**

**Ask about our 30-day satisfaction guarantee§**

**Hurry! Offer ends 03/31/01.**

**Call 1 888 824-8739 today.**



**DIGITAL PHONE**

[www.digitalphone.att.com](http://www.digitalphone.att.com)

\*Not available in all areas. Not valid with any other offer. Not available to current customers. Service usage charges may apply. \*\*Free month of phone service is equal to the monthly recurring charge of the package to which you subscribe. Monthly recurring charges will apply when free trial period ends. †Not available to current AT&T Digital Phone Service customers. Offer valid while service is active. Offer subject to availability. Offer subject to any 2-line package per customer. The free additional two months of the service are equal to one monthly recurring charge for a basic 2000000 line. Additional features, local toll, and long distance not included. Taxes and surcharges may apply. Charges will apply when free trial period ends. ‡Available to new subscribers of AT&T Digital Phone Service and employees of AT&T. Broadband exclusive. †Additional features, long distance and extended international calling rates not included. Taxes and surcharges may apply. §Call to find out about your designated local serving area. †Available to FreeCare AT&T Digital Phone Service customers only. AT&T will credit your bill \$100 toward the cost of switching back to your previous local phone service provider if you cancel AT&T within 30 days of installation. ©2001 AT&T. All Rights Reserved.





## DIGITAL PHONE

188 Inverness Drive West  
Suite 410  
Englewood, CO 80112

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Saint Charles MO 63303-6331



**Sign up for AT&T Digital Phone Service  
now and get:**

**Free installation\***

**Free month of local phone service\*\***

**Free Caller ID Phone†**

**(No wonder this offer has everyone talking.)**

MAR 1 2001

CID: FC-VI-0101

Local  
phone service  
has never  
**offered**  
so much.



AT&T Digital Phone Service

Local  
phone service  
has never  
been offered  
so much.



AT&T Digital Phone Service

# Get everything you want in local phone service. And more.



## More service—in a single, simple connection.

Now, through the power of broadband technology, AT&T brings you local and long distance phone service to keep your family connected. AT&T Digital Phone Service brings you the future of calling with the clarity and reliability of digital technology. Upgrade your home today and get:

- Choice of single- or multi-line packages at great rates
- Unlimited local calling
- Great rates on state-to-state and in-state long distance calls from home
- Convenient calling features: Caller ID<sup>1</sup>, Call Waiting and 3-Way Calling

## More flexibility—for all the ways you communicate.

Sometimes one line simply isn't enough to handle your family's calling needs. That's why we've made it easy and affordable for you to get the lines you need, to communicate the way you want.

Not available in all areas. Not valid with any other offer. Enrollment ends 2/1/01. Inside wiring charges may apply. Free month of service is equal to the monthly recurring charge for the package to which you subscribe. Phone will be delivered at time of installation. Cost of phone offer equivalent available. Requires Caller ID equipment. Available on a one-time use to existing AT&T Digital Phone Service customers only. AT&T will credit your bill \$100 toward the cost of switching to your previous local phone service provider. You must contact AT&T within 30 days of installation. Call for details. ©2001 AT&T. All Rights Reserved.

More savings—get FREE installation\* and a FREE month of local phone service.<sup>2</sup>

With the extra assurance of our 30-Day Satisfaction Guarantee,<sup>3</sup> there's no better time to get connected.

## More value—and now get a FREE Caller ID Phone<sup>4</sup>

- Easy to use and read Caller ID display
- 99 Name and Number Caller ID log
- Flash feature for easy Call Waiting use

Your free Caller ID Phone lets you take advantage of the convenient calling features included with your service. Now, Caller ID and Call Waiting work together to put you in control—so you can see who's calling even while you're on the phone.



Call today  
**1-888-824-8694**



**DIGITAL PHONE**

**FITE**

**Schedule 5**

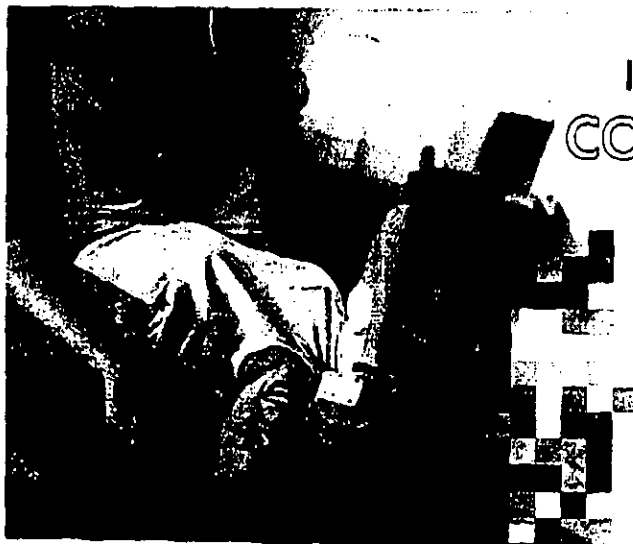
## RESIDENCE SERVICE COMPARISON MATRIX

Access Line	McLeodUSA Tariff Residential Rates			LDD Residence Tariffed Rates for Missouri		SWBT Residence Tariffed Rates for Missouri		
	Flat	Message	Measured	Flat	Message	Flat	Message	Measured
1-Party Rate Group A	\$7.17	\$5.37	\$3.94	\$7.17	\$5.37	\$7.48	\$5.60	\$4.11
1-Party Rate Group B	\$8.65	\$6.18	\$4.75	\$8.64	\$6.17	\$9.02	\$6.44	\$4.95
1-Party Rate Group C - Principal	\$9.60	****	\$5.42	\$9.59	****	\$10.01	N/A	\$5.65
1-Party Rate Group C - Metropolitan Calling Area 1	\$11.40	****	\$6.25	\$10.83	****	\$11.30	N/A	\$6.19
1-Party Rate Group D - Principal	\$10.78	\$7.75	\$5.94	\$10.78	\$7.37	\$11.25	\$7.68	\$6.19
1-Party Rate Group D - Metropolitan Calling Area 1	\$11.85	****	\$6.50	\$11.26	****	\$11.74	N/A	\$6.44
1-Party Rate Group D - Metropolitan Calling Area 2	\$12.50	****	\$6.90	\$11.87	****	\$12.39	N/A	\$6.84
<b>Vertical Features Prices</b>								
	Monthly rate			Monthly Rate		Monthly Rate		
Caller ID (Name or Number)	\$6.18			\$6.17		\$7.00		
Call Waiting	\$7.60			\$7.60		\$8.00		
Call forwarding	\$2.85			\$2.85		\$3.24		
Call Return	\$3.33 +\$0.5per call			\$3.32		\$3.78		
Auto Redial	\$2.85 +\$0.5per call			\$2.85		\$3.24		
Priority call	\$2.85			\$2.85		\$3.00		
Call blocker	\$2.85			\$2.85		\$3.24		
Call Fwd Busy/ Line Don't Answer	\$0.95			\$0.95		\$1.00		
Selective Call forwarding	\$2.85			\$2.85		\$3.00		
Three-way calling	\$2.85			\$2.85		\$3.24		

Schedule 5

**FITE**

**Schedule 6**



ST. CHARLES, MO 63301  
Increase your lines of  
**communication.**  
Starting with a  
**free one.**

Sign up for AT&T Digital Phone Service. One broadband connection that lets you do more. Call today for any 2-line package<sup>®</sup> and the second line is **FREE** for the first three months. 2-line packages starting as low as \$31.95\* a month.



**DIGITAL PHONE**



## DIGITAL PHONE

**Digital Phone Service**

**Welcome** to the local phone service *OFARROW, MO 63366*  
with digital clarity and reliability. APR 03 2001

- Single or multiple lines
- Local and long distance service
- Unlimited local calls
- The option to keep your current phone number
- Great rates on in-state and state-to-state long distance calls from home
- Convenient calling features
- Additional lines at great savings

**For FREE installation\* and a FREE month of local phone service\*\***

**Call 1 800 451-0764 today.**

Ask about our 30-day satisfaction guarantee!

Available in select neighborhoods.

Call today to find out when your neighborhood is going digital.

\*Not valid with any other offer. Not available to current AT&T Digital Phone Service customers. Inside wiring charges may apply. \*\*The month of service is equal to the monthly recurring charge of the package to which you subscribe. ADDITIONAL features: long distance and extended international calling areas not included. Taxes and surcharges may apply. Available to longtime AT&T Digital Phone Service customers only. AT&T will credit your bill \$100 towards the cost of returning back to your previous local phone service provider if you contact AT&T within 30 days of installation. Call for details. © 2001 AT&T All Rights Reserved.



**DIGITAL PHONE**

AT&T Digital Phone Service



**Call 1 800 451-0764**

AT&T Broadband brings local and long distance phone service into the future through the power of broadband technology.

Is your phone line  
**keeping up**  
with all the ways you  
**communicate?**

Get **FREE** installation\*  
and a **FREE** month  
of local phone service.\*\*



**DIGITAL PHONE**

X77219 Multiple MyPrints

**AT&T Digital Phone Service**

**Time's running out on this  
great chance to get more  
out of your phone service.**

Sign up now for AT&T Digital Phone Service and get:

- **FREE** installation\*
- **One FREE** month of local service\*\*
- **Two FREE** months of Voice Mail\*
- **Plus, buy any 2-line package  
and the second line is FREE** for  
the first 3 months.\*\*

**Hurry, offer ends March 31, 2001.**

**Call 1 888 824-8695 today.**

Not available in all areas or valid with any other offer. \*Inside wiring charges may apply. \*\*Free month is equal to the monthly charge of the package to which you subscribe. (Charges will apply when free trial period ends. \*\*Not available to current customers. Offer subject to availability. Only one 2-line package per customer. The 2 additional free months of the 2nd line are equal to the monthly charge for a basic line. Features, local toll, long distance, taxes and surcharges not included. Charges will apply when free trial period ends. Lifeline and Basic subscribers and AT&T Broadband employees excluded.

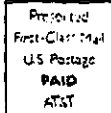
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R&A



**DIGITAL PHONE**

185 Inverness Drive  
Englewood, CO 80110

**MAR 21 2001**



**RRP 99406  
Current Resident  
1015 N. 4th St Apt B.  
Saint Charles MO 63301-2056**

**AUTO**



AT&T Digital Phone Service

All  
**good things**  
come to an end.  
Like this **offer.**

Don't delay. Sign up by March 31, 2001 and get a  
second line **FREE** for the first three months."

**FITE**

**Schedule 7**

**AT&T Wireless**

PO Box 90003  
Bellevue, WA 98009-9003



Your wireless phone is ready  
to be shipped **for delivery tomorrow!**

**Call now toll-free**

**1 800 363-1366**

**You are pre-approved!**

Pre-Approval Number:  
N173409124

**Offer Expires:**  
**May 25, 2001**

Dear \_\_\_\_\_

If there is ever a time you need to be in touch, it's now, when your family is busier than ever -- and on the go every day. A wireless phone would be just the thing to help you keep on top of the details.

**Great news! You are pre-approved for great wireless service from AT&T Wireless for your family, plus a Nokia 5165 Digital multi-network phone -- activated and ready to use -- for the next 30 days!**

**Just call toll-free 1 800 363-1366.**

**We'll even give you a FREE Executive Headset when you activate service.**

Your Nokia 5165 wireless phone is ready now for **FREE** overnight delivery, so it can be at your door tomorrow.\* Call 1 800 363-1366 to find out more. But hurry... this special offer expires May 25, 2001.

**You can try our great service for up to 30 days when you purchase your wireless phone! There's no risk -- because if you're not completely satisfied, you can simply return your equipment for a refund within the 30-day trial period and you pay only for the charges associated with the airtime you used.\***

**I think this is one of the best wireless deals available.**

And you are pre-approved for immediate service start-up -- with FREE overnight delivery of a Nokia 5165 Digital multi-network phone. This is one of the most popular phones in the country -- and it can be in your hands, all set to use, tomorrow ... at a great value.

Just imagine how much a wireless phone could smooth out your life right now. With so many activities, your family is going to need to stay in touch more than ever. You need to keep up with the

over, please

**YES! I want to try AT&T Wireless service for 30 days!**



Call toll-free 1 800 363-1366

**Get a FREE Executive Headset and FREE Delivery** when you activate new service with your Nokia 5165 wireless phone.

## Call now!

**This Special Offer for:**  
**Pam Kadane**  
**Offer Expires:**  
**May 25, 2001**  
**Pre-Approval Number:**  
**N173409124**



**AT&T Wireless**

Schedule 7

rest of your life while you juggle game times, music lessons and school schedules.

You're pre-approved, so all you have to do is make a phone call and find out how you can get started. Call now toll-free 1 800 363-1366.

And remember, you'll have up to 30 days to make your final decision.

Once you try it, I think you're going to like having wireless service from AT&T Wireless. For one thing, you'll have the power of one of North America's largest digital wireless networks working for you.

When you call toll-free 1 800 363-1366 your AT&T Wireless Customer Service Representative will help you find exactly the right plan for your family -- including plans with no roaming charges and no domestic long distance charges. And every AT&T Wireless calling plan offers:

- AT&T PCS VoiceMail™ with a message waiting indicator -- so you won't miss a message
- FREE AT&T Caller ID™ -- so you only take the calls you want, when you want to take them
- FREE Call Waiting™ -- so you don't miss important calls when you're already on the phone

When you call for your 30-day trial, you'll discover that you can use your wireless phone as a pager, too. A great way to stay in touch with your family and friends. You can even send and receive short text messages -- right on your new Digital multi-network phone. All this, plus a great FREE bonus and FREE delivery, right to your door.

There's never been a better time to find out whether a wireless phone for your family is what you need to make life easier and more organized. So call toll-free 1 800 363-1366 today.

Sincerely,

*Will Lindsey*

Will Lindsey  
National Director  
AT&T Wireless

P.S. This great offer expires soon. So call now, toll-free 1 800 363-1366 -- and find out how you can get FREE delivery and a FREE Executive Headset!

© 2001 AT&T Wireless.

\* Next day phone delivery applies to all orders received by 4 p.m. CST, Monday through Friday. Orders received on Saturday prior to 2 p.m. CST will be delivered Monday. Orders placed on Sunday will be delivered on Tuesday.

\* AT&T's 30-day trial applies when you activate new service and purchase a Digital multi-network phone. If you are not completely satisfied with your phone, you can return your equipment for a full refund within our 30-day trial period and pay only for airtime and associated usage charges. Phone must be in good condition to receive refund. Cancellation of return after the 30-day period will result in the imposition of a cancellation fee.

\*\* Credit card bills enclosed. Domestic calls only.

\*\*\* Refers to monthly charge. Use of call waiting, call forwarding and conference calling will incur airtime, roaming and applicable long distance charges. Digital PCS features not available in all areas.

Offer valid only in addresses and only when you call the toll-free number listed in this correspondence. New activation and purchase or use of a Digital multi-network phone is required. Actual battery life will vary due to usage patterns. Limit two phones. Offer requires an annual contract and an activation fee. Airtime for each call is measured in full minutes and rounded up to the next full minute and cannot be carried over to any other month. Wireless coverage is limited and may not be available in all areas. Wireless long distance and roaming charges may apply and are set forth in your Calling Plan brochure. Other charges, surcharges and taxes may apply. Offer may not be combined with any other promotional offer. You are responsible for complying with applicable law regarding the use of your wireless equipment. See the AT&T Wireless Welcome Guide and Calling Plan brochure for full details. Offer restrictions apply. Selected premiums require certificate redemption.

DISCLOSURE: We ask you to know about the terms of this pre-approved offer. You were expected to receive this special offer because you satisfied certain criteria for creditworthiness, which we have previously established. We used information we obtained from a consumer-reporting agency. You may choose to withdraw this offer if we determine you do not meet the criteria used to select you for this offer or any other applicable criteria based on creditworthiness. You have the right to privacy information contained in your credit files with this or any consumer-reporting agency from being used with any credit transaction that is not initiated by you by notifying Equifax Inc., c/o Equifax Options, P.O. Box 740122, Atlanta, GA 30374-0122, or by calling 1 (888) 567-6666.

ANL202



## This is the great Nokia 5165 you've been hearing about!



Blue Indigo

That's right! The Nokia 5165 Digital multi-network phone is a small, lightweight phone with great talk and standby time.

Find out how you can get an extra COLOR faceplate with your new phone!

Choose an extra Xpress-on™ Custom Color Faceplate to match your car ... or your clothes ... or your mood!



Arctic Red



Turning Pink



Glacier White



Shark Silver



Breaker Armor

Faceplate color selection subject to availability.

Easy-to-use. Long-lasting.  
Lightweight. Small. Fully featured.

- Up to 3 hours and 15 minutes of talk time! Or amazing standby battery time of up to 8 days!\*
- Large backlit screen!
- Phone book will store up to 100 names and numbers!
- Weighs just over 6 ounces with standard battery!
- 3 entertaining games!
- Clock with alarm!
- Only 5.2 inches tall, fits perfectly in your hand!
- Your phone is also a pager!
- One-button Nav!™ Key guides you!
- Programmable ring tones for special callers!
- On-screen help!

Available when you call toll-free  
1 800 363-1366 today!



AT&T Wireless



Your World. Close at Hand.

\*Actual battery life will vary due to usage patterns.

**FITE**

**Schedule 8**

**HURRY IN – BONUS MINUTES OFFER ENDS SOON!**

	<b>1200</b> BONUS MINUTES \$29 <sup>95</sup>	<b>2400</b> BONUS MINUTES \$39 <sup>95</sup>	<b>UNLIMITED</b> ANYTIME MINUTES \$59 <sup>95</sup>	 The power to simplify
--	--	--	---	--

1-800-4-ALLTEL-9 (1-800-215-4119) • Visit ALLTEL's eStore and Shop Online at [www.alltel.com](http://www.alltel.com)

AD CODE: ALLTL-2056

SOURCE: Springfield News-Leader-FEB 21 01

Schedule 8

7

JACKIE  
ROCKS!!!

GET EXCITED!  
EXPRESS YOURSELF AT  
CINGULAR!

x cingular<sup>®</sup>  
WIRELESS

What do you have to say?

Visit These Locations:

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3114 S. Glenstone  
1712 E. Sunshine St.  
1711 W. Battlefield  
Bear's Mall, 940 S. National Ave., Ste. E  
3305 S. Campbell (Close to Wal-Mart)  
3027 E. Independence St  
Sam's Club, 3660 E. Sunshine

(417) 887-5700  
(417) 823-0300  
(417) 886-1119  
(417) 886-1115  
(417) 866-2150  
(417) 888-3081  
(417) 877-9890  
(417) 889-4640

**NIXA**

402 W. Mt. Vernon, Jct Hwy 14 & Hwy 160 (417) 724-9379

**REPUBLIC**

1081 U.S. Hwy 60 E (417) 732-9854

AD CODE: CINGTL-0218

SOURCE: Springfield News-Leader-MAR 31 01

your optometrist

your real estate agent

your sister Ashley

your client

your best friend

your uncle Bob

your spouse

your housekeeper

your kid's principal

your barber

your marketing director

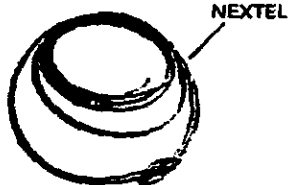
your son Danny

your boss

your sales manager

your delivery guy

your plumber



**More ways than anyone to communicate with everyone:**

*From Nextel Direct Connect<sup>®</sup>, our digital two-way radio feature, to wireless Web services, nobody has better, faster or easier ways to communicate than Nextel. Which, considering the zillion or so people you know, is a good thing indeed.*

**1-800-NEXTEL<sup>®</sup> 9**

**nextel.com**

**How business gets done<sup>®</sup>**



Digital Cellular  
Nextel Direct Connect<sup>®</sup>  
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Nextel Online<sup>™</sup>  
Wireless Web Services

Nextel phones are manufactured by Motorola, Inc.

Promo: NXSW01-021-035

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**AD CODE: NEXTTL-1680**

**SOURCE: Kansas City Business Journal-FEB 2 01**

5

y at:



The Sprint Store At  
**RadioShack**

**SAVE \$50**  
on the most popular  
Sprint PCS Phone.™

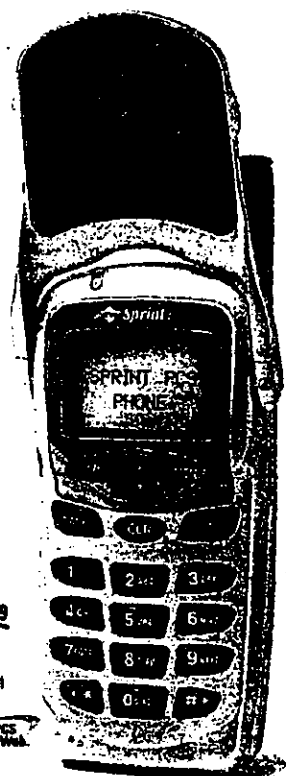
**PLUS!**

Get **1500 minutes** for **\$39.99**

All with Real Nationwide Long Distance.

was ~~\$149.99~~  
now **\$99.99**  
(with mail-in rebate)

Sprint PCS  
Wireless Web



**Hurry into a Sprint Store at RadioShack and take advantage of these great offers:**

- Get a \$50 mail-in rebate on our most popular Sprint PCS Phone, the Samsung® 3500, or on the Samsung 8500, with activation of a new Sprint PCS Service Plan of \$29.99 or more.
- Choose 1500 minutes, all with real nationwide long distance, for only \$39.99 a month. That's 300 Anytime Minutes and 1200 Night & Weekend Minutes, with a one-year Sprint PCS Advantage Agreement.™

Sprint PCS built the only all-digital, all-PCS nationwide network from the ground up, serving more than 300 major metropolitan areas. Hear the difference today.



The clear alternative to cellular.™

**Sprint PCS®**

01-4/28/01. Rebate offers available to new customers only. To qualify for the \$50 mail-in rebate on a new Samsung® 3500 or 8500 phone, you must purchase between 3/3/01 and 4/28/01 and activate on a new Sprint PCS Free & Clear Plan of \$29.99. The customer's account must remain active for 30 consecutive days. Mail-in rebate certificates must be postmarked by 5/13/01. Allow 8-10 weeks for receipt of the rebate. These rebate offers may not be combined with certain other Sprint PCS purchase credits or other promotional plans. See back of rebate card or other in-store printed materials for details. These offers may not be used in conjunction with certain other promotions, discounts, contests or options. A \$150 early termination fee applies. Minutes are Monday-Thursday 8pm-7am and Friday 8pm-Monday 7am. See printed materials in store for rate-plan details. A non-refundable \$34.99 phone activation fee applies. All plans subject to credit approval. Included minutes are not while roaming off the Sprint PCS Nationwide Network, whether local or long distance. Roaming calls are charged at \$0.63 per minute or \$0.39 per minute, depending on specific local-roaming offers. Domestic long-distance calls made while roaming Network will be charged at an additional \$0.25 per minute. ©2001 Sprint Spectrum L.P. All rights reserved. Sprint, Sprint PCS, Sprint PCS Wireless Web, Sprint PCS Phone and the diamond logo are trademarks of Sprint Communications Company L.P.

AD CODE: USSPTL-7839

SOURCE: Kansas City Star-Times-MAR 25 01



# #1 Rated Digital Wireless Network in Kansas City

as rated by Emerald Bay, an independent survey

## Only you can prevent long distance bills.



Call to anywhere in the country, anytime with free nationwide long distance.

The DigitalChoice Plan

**1250** Digital minutes  
(750 minutes weekdays and 1000 nights & weekends minutes)

**FREE** Nationwide long distance

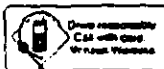
**FREE** Mobile Web for 3 months

**\$19.95** Per month  
(for the first 3 months, \$29.95 per month thereafter)



Special Phone Sale  
**LG V-111 \$19.95**

- 1-year agreement required
- Slim design, only 3.9 ounces
- Vibration alert



Simple. Affordable. National. **Join in.**

for free delivery, call  
**1.888.466.4646**

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**verizon**wireless

### COMMUNICATIONS STORES

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Shawnee Wireless Plaza & Plaza  
**OLATHE**  
11900 St. & Strong Lane Rd.  
**KANSAS CITY NORTH**  
14th St. & I-75

**LENEXA**  
9th St. & 11th St.  
**KANSAS CITY, KANSAS**  
10th St. & 11th St.  
**LEE'S SUMMIT**  
201 Hwy. & 11th St.

**LIBERTY**  
701 Hwy. & 11th St.  
**OVERLAND PARK**  
Two blocks west of I-490 on 119th St.  
Oak Park Mall, Overland Park  
Next to the cinema

**MEHARRAM (Open Sunday)**  
11th St. & I-75  
**INDEPENDENCE**  
40 Hwy. & 11th St.  
Independence Center Mall (Open Sundays)  
N. 11th St.

For the store nearest you call 1-888-602-1170.

AD CODE: VERITL-1766

SOURCE: Kansas City Star-Times-JAN 10 01

# Get into something good.

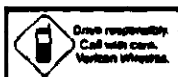
For only \$39.99, you'll get  
1,400 minutes and more.

	FREE LONG-DISTANCE*		
Monthly Access	\$29 <sup>99</sup>	\$39 <sup>99</sup>	\$49 <sup>99</sup>
Anytime Minutes	250	400	600
Night & Weekend Minutes	1000	1000	1000
Total Minutes	1,250	1,400	1,600
FREE ACTIVATION**			

All with new 2-year service agreement.

## FREE Digital Phone

After \$50 mail-in rebate  
with a new 2-year DigitalChoice  
service agreement



Simple. Affordable. National. Join in.



for delivery, call  
**1.800.2 JOIN IN**

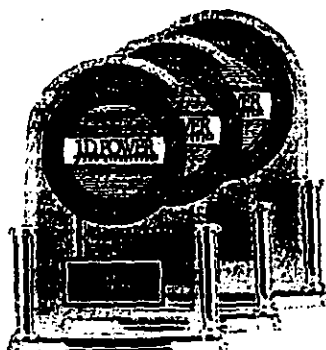
shop online @ [www.VerizonWireless.com](http://www.VerizonWireless.com)



**verizon**wireless

PHONE AVAILABILITY AND PRICE MAY VARY AT AGENT LOCATIONS.  
For a Verizon Wireless Authorized Agent near you call 1-877-497-6247.

ALL LISTED COMMUNICATIONS STORES ARE OPEN SUNDAY.



VERIZON WIRELESS: HIGHEST OVERALL

CUSTOMER SATISFACTION AMONG

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(636) 227-4400

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(314) 962-4240

**CREVE COEUR**  
11493 Olive Boulevard  
(314) 993-4300

**EDMUNDSVILLE**  
6684 Center Grove Road  
(618) 656-4444

**FAIRVIEW HEIGHTS**  
100 Ludwig Drive  
(618) 394-0044

**FAIRVIEW HEIGHTS**  
St. Clair Square Mall  
(618) 632-0321

**FLORISSANT**  
11254 W. Florissant Avenue  
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**GALLERIA**  
2441 St. Louis Galleria  
(314) 727-1900

**HIGH RIDGE**  
38 Dillon Plaza Drive  
(636) 637-8807

**MID RIVERS MALL**  
1600 Mid Rivers Mall  
(636) 297-3408

**SOUTH COUNTY MALL**  
9030 South County Centerway  
(314) 892-3838

**ST. LOUIS**  
252 Northwest Plaza,  
Ste. 615  
(314) 844-3459

**ST. CHARLES**  
2047 Sunbowl Road  
(636) 947-9977

**SUMMIT HILLS**  
10144 Watson Road  
(314) 945-4200

**TESSON FERRY**  
9926 Kennedy Road  
(314) 849-5774

**® RadioShack.** Phone rebate not available at RadioShack.

©2004 Verizon Wireless. New 2-year service agreement required. \$175 early termination fee. Subject to terms of Cellular Service Agreement and price plans. Rebate credit approval. Cannot be combined with other offers. Usage rounded to the next full minute. Unlisted allowances apply. All calls subject to taxes, fees and other charges. Products may vary. Digital service not available in all areas. CDMA phone required. Night and Weekend hours are Monday - Friday 10:00 p.m. - 6:30 a.m., all day Saturday and Sunday and select holidays. Included Long Distance applies to domestic long distance calls made from your home coverage area on DigitalChoice plans with monthly access of \$39.99 and higher. Offer requires 022107L J.D. Porter and Associates 1998 - 2000 Wireless Customer Satisfaction Study™ 2000 Study based on responses from 10,845 wireless telephone subscribers in 22 of the top U.S. markets. The St. Louis market includes Clinton, Jersey, Madison, Monroe and St. Clair Counties in the state of Illinois; Franklin, Jefferson, St. Charles, St. Louis and St. Louis City Counties in the State of Missouri. [www.verizon.com](http://www.verizon.com)

AD CODE: VERITL-1906

SOURCE: St. Louis Post-Dispatch-JAN 28 01

as rated by Emerald Bay, an independent survey.



**SOURCE: Kansas City Star-Times-MAR 4 01**

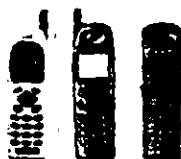
# Score big during March Madness™ with a slam dunk offer from Verizon Wireless.

2,250 minutes for only  
\$29.99 monthly access

(\$29.99 monthly access for the first three months,  
\$39.99 monthly access thereafter)

DigitalChoice	
250	Anytime Minutes
1,000	Night and Weekend Minutes
1,000	Mobile-to-Mobile Minutes
	Free Activation

All with new 2-year service agreement



Get a Championship Deal on Digital Phones.

Includes:

1 FREE Month of Mobile Web  
and Roadside Assistance



Drive responsibly.  
Call with care.

Simple. Affordable. National.

Join in.

Ask about  
adding a second  
line for only  
\$15 monthly  
access



for delivery, call toll free  
**1.800.2 JOIN IN**

shop online @ [www.VerizonWireless.com](http://www.VerizonWireless.com)

**verizon**wireless

PHONE AVAILABILITY AND PRICE MAY VARY AT AGENT LOCATIONS.  
For a Verizon Wireless Authorized Agent near you call 1-877-497-6247.

ALL LISTED COMMUNICATIONS STORES ARE OPEN SUNDAY.



VERIZON WIRELESS:

HIGHEST OVERALL CUSTOMER  
SATISFACTION AMONG WIRELESS  
TELEPHONE USERS IN ST. LOUIS

**BALTIMORE**  
15471 Manchester Road  
(634) 227-4400

**CHESTERFIELD COMMONS**  
128 THF Boulevard  
(636) 532-2049

**CLESTWOOD MALL**  
9056 Crestwood Plaza  
(314) 962-4740

**CLIVE COVE**  
11493 Clive Boulevard  
(314) 993-4300

**EDMUNDSVILLE**  
6496 Center Grove Road  
(618) 656-4444

**FARMVIEW HEIGHTS**  
100 Lushington Drive  
(618) 394-0044

**FARMVIEW HEIGHTS**  
St. Clair Square Mall  
(618) 632-0321

**FLORENCE**  
11754 W. Florissant Avenue  
(314) 631-7444

**GALLERIA**  
2441 St. Louis Galleria  
(314) 777-1900

**HIGH RIDGE**  
38 Dillon Plaza Drive  
(636) 677-8007

**OLD RIVERS MALL**  
1600 Mid Rivers Mall  
(636) 397-3400

**SOUTH COUNTY MALL**  
9030 South County Centerway  
(314) 897-3838

**ST. ANN**  
352 Newman Plaza  
St. Ann  
(314) 344-2459

**ST. CHARLES**  
2047 Zumbach Road  
St. Charles  
(314) 947-9977

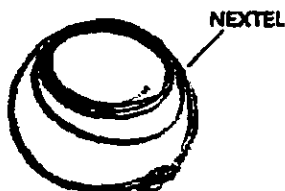
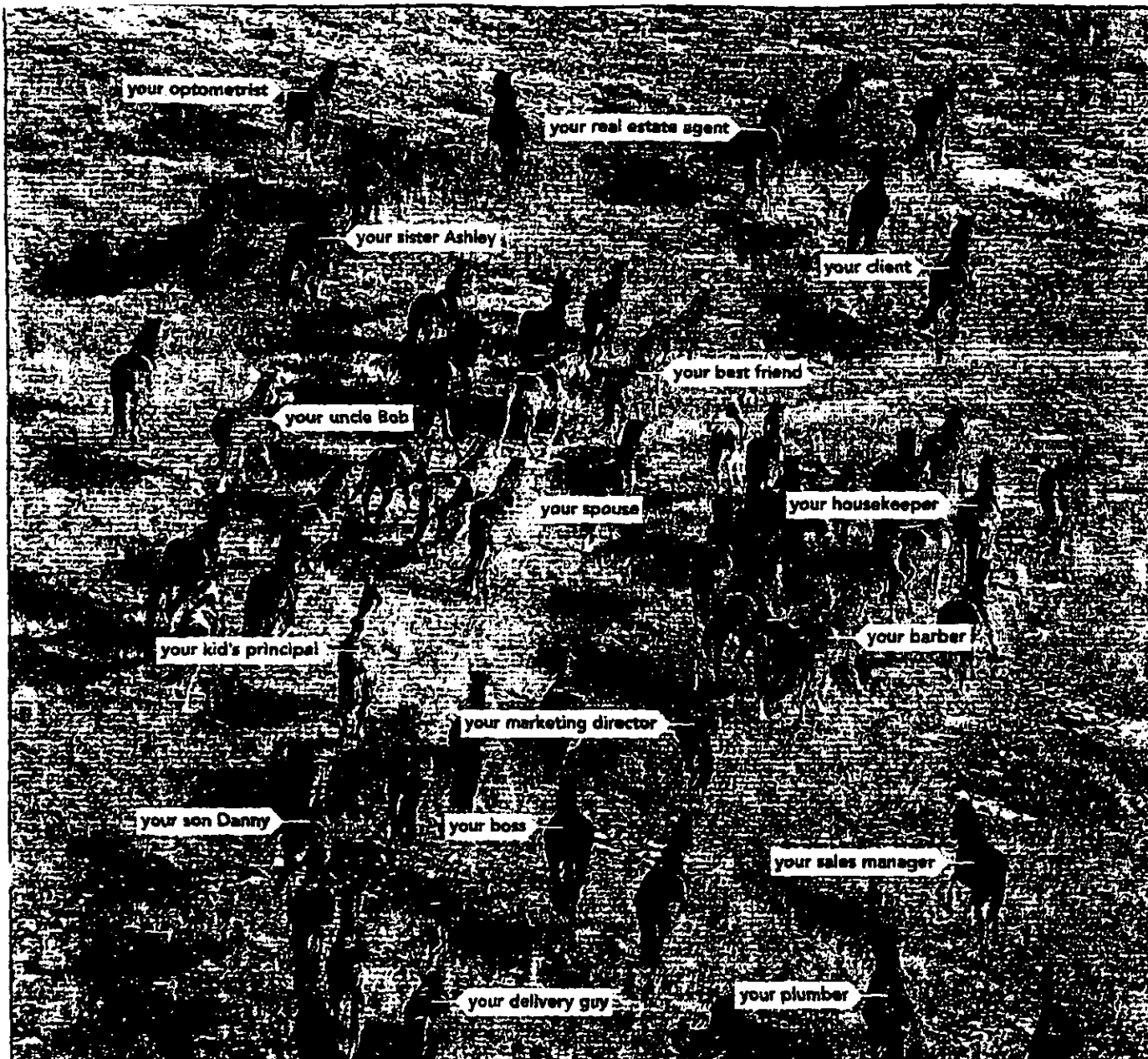
**SUNBURY HILLS**  
10164 Wenden Road  
St. Louis  
(314) 965-6200

**TESSON PERRY**  
9926 Kennedy Road  
St. Louis  
(314) 849-5774

® RadioShack. Phone rebate not available at RadioShack.

© 2001 Verizon Wireless. New 2-year service agreement required. \$175 early termination fee. Subject to terms of Cellular Service Agreement and price caps. Features, rates and options. Cannot be combined with other offers. Usage restricted to the best call minute. Unused minutes lost. All calls subject to taxes, fees, and other charges. Products may vary by retailer. Mobile-to-Mobile minutes add a 10¢ per minute to or received from other Verizon Wireless customers in the same home coverage area. Night & Weekend hours are Monday-Friday 10:00am-5:00pm, all day Saturday & Sunday and select holidays. The total long distance charges to domestic long distance calls made from your home calling area on DigitalChoice plans with monthly access \$24.99 and higher Verizon Wireless service. Other restrictions apply. © 2001 Verizon Wireless. J.D. Power and Associates 1999-2000 Wireless Customer Satisfaction Study. Study based on responses from 10,000 wireless subscribers in 11 of the top US markets. The St. Louis market includes: Clinton, Jersey, Madison, and St. Charles counties in the state of Illinois; Franklin, Jefferson, St. Charles, St. Louis, and St. Louis City County in the state of Missouri; and Jefferson County in the state of Kentucky.





**More ways than anyone to communicate with everyone:**

*From Nextel Direct Connect, our digital two-way radio feature, to wireless Web services, nobody has better, faster or easier ways to communicate than Nextel.*

*Which, considering the zillion or so people you know, is a good thing indeed.*

**1-800-NEXTEL<sup>®</sup>**

**nextel.com**

**How business gets done:**



*Digital Cellular  
Nextel Direct Connect<sup>®</sup>  
Two-Way Messaging  
Nextel Online<sup>™</sup>  
Wireless Web Services*

Nextel phones are manufactured by Motorola, Inc.

Promo: NXSW01-021-035

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**AD CODE: NEXTTL-1680**

**SOURCE: Kansas City Business Journal-FEB 2 01**



**Two new  
Sprint Stores.**

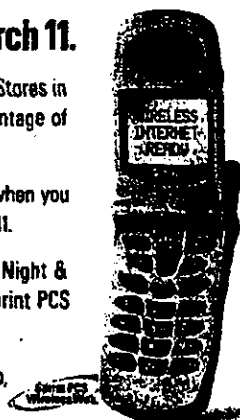
**Clearly,  
cause for celebration.**

### Stop by any Sprint Store in St. Louis before March 11.

In honor of the Sprint Store Grand Openings in Ellisville and O'Fallon, all Sprint Stores in the St. Louis area are joining the celebration. Which means you can take advantage of these great offers:

- Receive a \$20 instant credit on the purchase of any new Sprint PCS Phone™ when you select a Sprint PCS Service Plan of \$29.99 or more. Offer good through March 11.
- Choose 1,200 minutes for only \$34.99. That's 200 Anytime Minutes and 1,000 Night & Weekend Minutes, all including nationwide long distance, with a one-year Sprint PCS Advantage Agreement.\*

Sprint PCS built the only all-digital, all-PCS nationwide network from the ground up, serving more than 300 major metropolitan areas. Hear the difference today.



The clear alternative to cellular.™

**Sprint PCS™**

To find out more or to order your phone with free delivery, visit [www.sprintpcs.com](http://www.sprintpcs.com) or call 1-800-480-4PCS. Or shop at one of the locations below.



**Store Hours:**  
M - F 9am - 8pm  
Sat. 9am - 6pm  
Sun. 12pm - 5pm

**O'FALLON, MO**  
2963 Hwy. K  
Oberburs Center

**RICHMOND HEIGHTS, MO**  
5622 Clayton Rd.  
**SUNSET HILLS, MO**  
10738 Sunset Plaza

**ELLISVILLE, MO**  
15631 Manchester Rd.  
**FAIRVIEW HEIGHTS, IL**  
105 Frey Ln. & Lincoln Hwy.

**Sprint PCS Kiosks:**  
**ST. ANNE**  
Northwest Plaza

**ST. LOUIS**  
Galleria

\$34.99/1,200 Minutes offer available with a signed one-year Sprint PCS Advantage Agreement.† A \$150 early termination fee applies to the Sprint PCS Advantage Agreement. \$34.99/1,200 Minutes plan is available from February 19 through May 11, 2001. A nonrefundable \$34.99 phone activation fee applies, except in select affiliate markets. All plans are subject to credit approval. Included minutes are not valid on calls made while roaming off the Sprint PCS Nationwide Network, whether local or long distance. Roaming calls are charged at \$0.69 per minute or \$0.39 per minute, depending on specific local-market offers. Domestic long-distance calls made while roaming off the Sprint PCS Nationwide Network will be charged at an additional \$0.25 per minute. Night & Weekend Minutes are Monday-Thursday 8pm-7am and Friday 8pm-Monday 7am. \$20 instant credit available with purchase of \$29.99 and higher rate plans. Offer valid on purchase of new phones only. Offer valid through March 11, 2001. Offer valid only at Sprint Stores. Long distance on the Sprint PCS Free & Clear Plan does not include international calling. ©2001 Sprint Spectrum L.P. All rights reserved. Sprint, Sprint PCS, Sprint PCS Phone, and the diamond logo are trademarks of Sprint Communications Company L.P.

**AD CODE: USSPTL-7779 SOURCE: St. Louis Post-Dispatch-MAR 4 01**

Unlimited calling to other Ting customers.

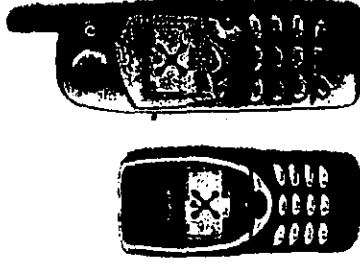
- **Activate a Cingular Home™ plan with access of \$29<sup>99</sup> and higher and get unlimited mobile to mobile calling and mobile to mobile messaging to any Cingular customer within your local calling area.**

u65: u64: u63:

Home Plan: • 200 minutes • 600 minutes • 800 minutes

**Long Distance Included.**

Offer available to new and existing customers.  
For more information or local delivery call 1-866-CINGULAR  
[www.cingular.com](http://www.cingular.com)




Nokia 8260  
599

**Pick one of these two Nokia phones.**



**Long live talk.**



Xcingular

# What do you have to say?

[illegible][illegible][illegible]

Reporting on: **Q1 2024**  
 Reporting on: **Q1 2024**  
 Reporting on: **Q1 2024**

[illegible]

14

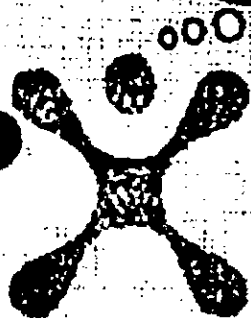
## **Southern Bell**



**I Just  
Called...  
FREE  
To Say  
I Love You!**

**x cingular™**  
WIRELESS

**Activate a Cingular Home  
Plan and Receive FREE  
Text Messaging and  
Unlimited Calling to any  
other Cingular Wireless  
Number and Unlimited  
Long Distance**



**4160 S. Campbell  
Springfield, MO 65807  
417/887-5700**

**3114 S. Glenstone  
Springfield, MO 65804  
417/823-0300**

Offer Requires Contract and Activation on Rate Plans of \$23.99 or Higher. Certain Restrictions Apply. See Store for Details.

**AD CODE: CINGTL-0098**

**SOURCE: Springfield News-Leader-FEB 11 01**

INTER-DIGITAL

# Know No Limits!

**Unlimited Nights.**

**Unlimited Weekends.**

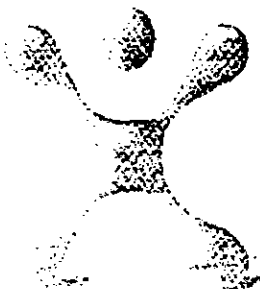
**Unlimited Long Distance.**



**Unlimited Calling** to Cingular Customers.



Southwestern Bell Wireless  
is now  
**cingular**  
WIRELESS



ONLY **\$34.98** PER MONTH  
INCLUDES  
**250 ANYTIME MINUTES**  
PLUS  
**UNLIMITED** Nights.  
**UNLIMITED** Weekends.  
**UNLIMITED** Long Distance.  
or **UNLIMITED** Calling  
to Cingular Customers.

## MISSOURI

### ARNOLD

**GINGER WIRELESS**  
3918 Vogel Road  
Richmond Crossing by  
Schuette  
636-287-1155

### OSHER CIGAR

1105 Jolly  
1 Black S. of 141 on 41/67  
636-282-0269

### BRIDGETON

**OSHER CIGAR**  
11700 S. Charles Rock Rd  
Rock Road and Highway 70  
314-770-0000

### CHESTERFIELD

**GINGER WIRELESS**  
1744 Cherokee Rd  
in Clatsop Clatsop Plaza  
636-532-1600

## GINGER WIRELESS

227 Chesterfield Mall  
by Gloria Joseph Collins  
636-537-5455

### GINGER WIRELESS

222 2nd Blvd  
Chesterfield Commons  
By Collins R Ln  
636-536-4300

### CRESTWOOD

**GINGER CIGAR**  
10315 Wagon Road  
1 Black East of Lindbergh  
314-821-1119

### GINGER CIGAR

9015 Groutland Mall  
next to the AMC Theater  
314-968-0200

### CREVE COEUR

**GINGER WIRELESS**  
13073 Olive Blvd  
Wentworth Plaza  
3 miles west of I-270  
314-878-0980

## GINGER WIRELESS

12370 Olive Street  
Behind 1021 Fridays  
314-639-9908

### FLOISSANT

**GINGER WIRELESS**  
37 Flower Valley  
Flower Valley Center  
314-838-8966

### AN AIR

8215 N. Lindbergh  
Shawnee Center  
314-838-6800

### GRANITE CITY

**GINGER WIRELESS**  
2802 Madison Ave  
618-676-5970

### KIRKWOOD

**GINGER WIRELESS**  
701 North Kirkwood  
Just N. of railroad tracks  
314-909-6498

## MANCHESTER

**GINGER CIGAR**  
14321 Manchester Road  
Just east of 141  
636-277-8484

### NORTH ST. LOUIS

**GINGER WIRELESS**  
254 Jannetown Mall  
in the mall by J.C. Penney's  
314-741-4400

### O'FALLON

**GINGER WIRELESS**  
1315 Highway K  
Next to Wal-Mart  
636-978-2544

### SOUTH COUNTY

**GINGER WIRELESS**  
5656 Telegraph  
in Clatsop Clatsop Plaza  
314-846-1100

### AN AIR

5438 Southfield Center  
Schuette Southfield Center  
314-849-7900

## GINGER WIRELESS

433 Groves Plaza Center  
by Avenue  
636-324-9300

### OSHER CIGAR

70 South County Mall  
in the mall by J.C. Penney's  
314-845-8000

### ST. ANNE

**GINGER WIRELESS**  
500 Northwest Plaza  
Across from Kingsley Jewelry  
314-298-2800

### ST. LOUIS

**GINGER WIRELESS**  
4477 St. Louis Galleria  
Next to Farnham Tower level  
314-727-3300

### AN AIR

3533 Hampton  
Across from St. Joan of Arc  
314-353-2728

## GINGER CIGAR

4219 S. Kingshighway  
Across from Applebee's  
314-481-1700

### ST. PETERS

**GINGER WIRELESS**  
9004 Mid Rivers Mall  
lower level by the theater  
636-297-0571

### SPRINGFIELD

**GINGER WIRELESS**  
2623 Mark Green  
Schuette Summer Center  
618-355-0111

### ST. LOUIS

**GINGER WIRELESS**  
Alton Square  
In the Mall by Lerner  
618-465-1648

### EDWARDSVILLE

**AN AIR**  
2324 Troy Road  
in Schuette Plaza  
618-459-9143

## FAIRVIEW HEIGHTS

**AN AIR**  
420 Lincoln Road  
Right across from Edwards  
618-432-7575

### GINGER WIRELESS

St. Charles Square Mall  
L. level by Victoria's Secret  
618-622-9229

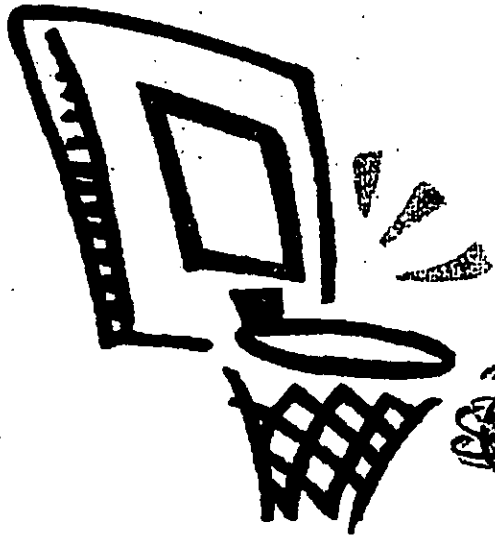
### SPRINGFIELD

**GINGER WIRELESS**  
2623 Mark Green  
Schuette Summer Center  
618-355-0111

Initial time offer. Service and promotional plans after requiring a two-year service agreement and credit approval. Activation fee will apply. Unlimited includes to mobile calling and messaging includes incoming and outgoing local calls and messages to and from other local Cingular numbers that are within the same Home Calling Area. Calls subject to taxes, surcharges, international service fee or other charges. Package minutes and unlimited night and weekend minutes apply to calls made or received within local calling area. Night hours are from 10 p.m. to 6:59 a.m. and weekend hours are from 12:01 a.m. on Saturday until 11:59 p.m. on Sunday. Airtime in excess of any package minutes will be charged at per minute rate \$0.20 to \$0.45. Digital phone and Cingular Wireless long distance are required. Unlimited long distance applies to calls originating from your Cingular Wireless home calling area to anywhere in the U.S. Airtime not included; however package minutes and unlimited night and weekends may apply. Calls made and received while receiving outside your home calling area are subject to applicable roaming charges and long distance charges. Airtime and other restricted services are limited up to the next full minute at the end of each call for billing purposes. Unused package minutes do not carry forward to the next billing period and are forfeited. Other conditions and restrictions may apply see contract and store for details.

AD CODE: CINGTL-0181

SOURCE: St. Louis Post-Dispatch-MAR 23 01



MEET ME  
IN ST. LOUIS!

GET EXCITED!  
EXPRESS YOURSELF AT  
CINGULAR!



 **cingular**  
WIRELESS

What do you have to say?

**SPRINGFIELD**

4160 S. Campbell  
3114 S. Glenstone  
1712 E. Sunshine St.  
1711 W. Battlefield  
Bear's Mail, 940 S. National Ave. Ste. E  
3305 S. Campbell (Close to Wal-Mart)  
2037 E. Independence St  
Sam's Club, 3660 E. Sunshine

Visit These Locations:

(417) 887-5700  
(417) 823-0300  
(417) 886-1119  
(417) 886-1115  
(417) 866-2150  
(417) 888-3081  
(417) 877-9890  
(417) 889-4640

2545 N. Kansas Expressway  
3351 E. Sunshine

**NIXA**

402 W. Mt. Vernon, Jct Hwy 14 & Hwy 160

**REPUBLIC**

1081 U.S. Hwy 60 E

**MARSHFIELD**

1329 Spure Dr, Ste 180

(417) 863-6491  
(417) 877-0980

(417) 724-9379

(417) 732-9854

(417) 859-0800

AD CODE: CINGTL-0202

SOURCE: Springfield News-Leader-MAR 30 01



19

# 1,000

**LOCAL  
WEEKEND MINUTES**

or

# UNLIMITED

**CALLING TO CINGULAR CUSTOMERS. PLUS...  
UNLIMITED LONG-DISTANCE CALLING  
FROM YOUR HOME AREA.**

# \$1

**ERICSSON 1228**

**HURRY,  
OFFER ENDS  
SOON!**

# \$29

**NOKIA 5165**

**Southwestern Bell Wireless**  
is now  
**cingular**  
WIRELESS

**ONLY \$29.99 PER MONTH**  
INCLUDES  
**250 ANYTIME MINUTES**  
PLUS  
**1000 WEEKEND MINUTES**  
OR  
**UNLIMITED CALLING**  
TO CINGULAR CUSTOMERS and UNLIMITED  
LONG DISTANCE FROM YOUR HOME AREA.

**SMALL WORLD COMMUNICATIONS**

**LEE'S SUMMIT**  
705 SE Melody Lane, Ste. H  
Independence, Mo. 64643  
816-244-6330

**OLATHE**  
15281 W 119th, Unit C-1  
119th & MacArthur  
913-397-0600

**NORTH KANSAS CITY**  
400 NW Barry Rd. #K-103  
Morton North Mall  
(Inside the mall)  
Barry Rd. & 169 Hwy  
816-420-8370

**BLUE SPRINGS**  
1412 S 7 Hwy, Unit 1  
7 Hwy & 40 Hwy  
816-224-5222

**LEAWOOD**  
12134 Stone Line Rd  
State Line Rd & 123rd  
913-491-1900

**NORTH KANSAS CITY**  
7102 NW Prairie View  
159th & 72nd St. East & Prairie View  
816-584-9020

**GRANDVIEW**  
12903 S 71 Hwy  
71 Hwy & Main  
816-761-8000

**OVERLAND PARK**  
8350 W 151 St  
151st & Arrow  
913-851-0600

**CELLULAR 4 LESS**  
**LENEXA**  
15609 W 87th St. Hwy  
87th & Lockman  
913-727-0800

**OVERLAND PARK**  
11920 W 119th St  
119th St & Quivira  
913-317-9200

**MISSION**  
5819 Johnson Drive  
Johnson Drive & Mail  
913-236-9322

**METRO MOBILE**  
**NORTH KANSAS CITY**  
6593 N Oak Trailway  
66th & N Oak Trailway  
816-436-5511

**304 Arrow Rd**  
Arrow Rd & South  
816-474-5544

**KANSAS CITY**  
4200 Blue Ridge Blvd  
Blue Ridge Mall  
40 Hwy and I-70  
816-743-8004

**PARKVILLE**  
9019 NW 45 Hwy  
45 Hwy & 9 Hwy  
816-741-2255

**WIRELESS RETAIL**  
**OVERLAND PARK**  
11736 W 95th St  
95th & Quivira  
(Across from Oak Park Mall)  
913-888-4977

**GLADSTONE**  
4700 N Oak Trailway  
North Oak Hwy & 67th St  
816-436-1717

**INDEPENDENCE**  
13208 E Hwy 40, Ste C  
E 40 Hwy & National Rd  
816-478-7800

**BRANDSMARK**  
**KANSAS CITY**  
211 W Gregory  
Gregory & Wornall Rd  
816-363-6499

**OVERLAND PARK**  
9700 W 87th St  
87th & Funley  
913-642-8100

**INDEPENDENCE**  
3840 Crockerham Rd  
39th & 291 Hwy  
816-373-1199

**NORTH KANSAS CITY**  
395 NW Barry Rd  
Barry Rd & 169 Hwy  
816-468-1777

AD CODE: CINGTL-0130

SOURCE: Kansas City Star-Times-FEB 17 01



Sprint PCS is bringing you a  
higher generation of technology ...

See page 7 for details!



See inside for the latest  
Sprint PCS Coverage Map



Sprint PCS

PO Box 6174  
London, KY 40742

Presorted  
Standard  
U.S. Postage  
PAID  
Sprint PCS

\*\*\*\*\*AUTO\*\* 5-DIGIT 63146

STL 1171801D 0242922

St. Louis, MO 63146-1525







# Sprint PCS News

Fall/Winter – 2000

## Managing your account with ease!

Have you ever wanted to know how many minutes you've used on your Sprint PCS Account? Is it time to update your billing information or e-mail address? Sprint PCS has made it easy to manage and monitor your account – online or over the phone!

If you have Internet access or the Sprint PCS Wireless Web™ option, [www.sprintpcs.com](http://www.sprintpcs.com) is a "must" visit!

- Our web site is in the process of redesign, offering new features and easier navigation
- You'll have quick access to a wide array of account management tools
- For more details on managing your account, see "Questions & Answers" on page 6

Even if you can't log on to the Internet, you can still manage your account – right from your Sprint PCS Phone!™ Just press **222** on your Sprint PCS Phone. You'll enter our state-of-the-art automated information system where you can:

- Check minute usage
- Make a payment
- Hear your balance due
- Find out payments received
- And the **222** call is completely free and won't use any of your minutes

With these convenient self-management tools, it's never been easier to manage your Sprint PCS Account!

And remember, Sprint PCS has the only all-digital, all-PCS nationwide network built from the ground up for clearer calls, serving more than 300 major metropolitan areas and major airports.

## In This Issue:

**This Just In** p. 3  
Late breaking information

**Coverage Map** p. 4  
Sprint PCS Nationwide Network at a glance

**What's New** p. 7  
Cutting-edge technology breakthroughs

**Special Offers** p. 8  
Promotional offers and alerts



The clear alternative to cellular.™

**Sprint PCS®**

## This just in ...

### A simple way to get credit

Sprint PCS provides outstanding call quality and clarity, but once in a while you may encounter a dropped call, wrong number or an issue relating to call quality. If so, you can request a credit to your account for up to three times a month through an automated response system. Adjust your account automatically by following these simple steps:

- Press **2** on your Sprint PCS Phone<sup>SM</sup>
- Press option **1**
- Press option **2**
- Then press option **2** again
- Enter your 10-digit Sprint PCS Phone Number
- Enter your billing address zip code
- Your account will be adjusted for one courtesy minute of air time

### Understanding text messaging

Ever have a message icon **1** appear on your phone, but you have no voicemail messages? You probably received a text message or a Sprint PCS Web Alert<sup>SM</sup>. To view these text messages, simply follow these steps:

- Go to your message inbox by pressing **1** once
- Select either "3: Text" or "4: Browser"
- Select "View" or "OK"
- Once your text message is highlighted, select "detail" to read your text message
- Once your text message is read, the **1** should go away

### Share instant messages with your family and friends

With the Sprint PCS Wireless Web<sup>SM</sup>, America Online<sup>SM</sup> and the AOL Instant Messenger<sup>SM</sup> service, you can now send and receive instant messages with people in your AOL Buddy List<sup>SM</sup> groups from your Sprint PCS Phone. It's fast, simple, quiet and Sprint PCS is the first to have it on a wireless phone. So, when you're looking for conversation without all the talking, send an instant message — across the room or across the country — on our nationwide network.

America Online and Buddy List are registered trademarks of America Online, Inc. AOL Instant Messenger is a service mark of America Online, Inc.

This just in ...



## Sprint PCS Wireless Web™

Update

### Lots of online options for you

Log on to the Sprint PCS Wireless Web™ with your Sprint PCS Phone™ and check out our newest wireless Internet sites, including:

- **GiftCertificates.com** – This year, shop smarter, not harder! Save time and give loved ones the gift of choice from GiftCertificates.com. Now, instead of dashing around town, you can log on to the Sprint PCS Wireless Web and select an e-mailable gift certificate for the person who has everything. Can't decide? Give them a SuperCertificate™ redeemable at GiftCertificates.com for original gift certificates to over 500 popular merchants. It's fast, easy, and you never have to set foot in a store!

Go to [www.sprintpcs.com](http://www.sprintpcs.com) for a complete list of wireless Internet sites, including E\*TRADE, America Online®, Ticketmaster.com, NextDoor, MSN Mobile, eBay®, Hollywood.com and more.

### Play Games on Your Sprint PCS Phone™

Need a little break from your hectic schedule? Check out these popular wireless Internet entertaining sites by: BoxerJam, Indigo, FunCaster, MysteryNet, FrogHop, nGame and JAMDAI. To play games, access your Sprint PCS Wireless Web Browser and connect to the Internet. On your home page, scroll down and select "Games." Visit these sites today and you'll have fun at your fingertips!

### Try the Sprint PCS Wireless Web FREE for 6 months!\*

Get the Sprint PCS Wireless Web Option FREE for six months on any plan starting at \$29.99. The Sprint PCS Wireless Web Option allows you to use your minutes for voice or data. It includes 50 free updates per month that can be used for notification of new e-mail or for updates. Get the information you want when you want it: use e-mail, shop, reserve movie tickets, check stock quotes, news, weather and more. Visit [www.sprintpcs.com](http://www.sprintpcs.com) to sign up!

Sprint PCS Wireless Web Connection and Browser applications require a wireless Internet-ready phone. Some features may not be available while roaming.

\*The promotional six months of free Sprint PCS Wireless Web option is available through 7/1/01 and only available on service plans of \$29.99 and above. Sprint PCS Wireless Web usage above plan minutes will incur additional charges at the applicable overage rate. After six months you will be charged the \$9.99 monthly fee unless you call to discontinue the service. Sprint PCS Wireless Web Service may not be immediately available in select offshore markets.

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**Mexico - Now routing an A1's into Mexico ... now available in Tijuana, Monterrey.**

[illegible]

4

On-Hotels  
Rooming Available



## Questions & Answers

### Can I manage my account over the Internet?

A. Why YES, you can! Sprint PCS is in the process of improving their web site, through the addition of new features and easier navigation. There are actually TWO ways to manage and monitor your account over the Internet ... by logging on to [www.sprintpcs.com](http://www.sprintpcs.com) or by logging on to @SprintPCS via the Sprint PCS Wireless Web Browser on your Sprint PCS Phone™!

Our full web site, [www.sprintpcs.com](http://www.sprintpcs.com) can be accessed via a PC. Once on the site, you'll find you can completely monitor and manage almost every aspect of your account. You'll have the ability to:

- Track your minutes
- Make a one-time payment online by check or credit card
- Make an automatic monthly payment by credit card
- Learn more about Sprint PCS features and services
- Find answers to your questions

When you access @SprintPCS via the Sprint PCS Wireless Web Browser, you'll find our streamlined interface where you can do all of the management functions we just mentioned ... and you can even look up area codes and country codes!

The only thing clearer than our wireless communications is our commitment to customer service. Log on today and see for yourself!

### Are there different ways to pay my invoice?

A. Sprint PCS has several ways you can pay your invoice:

- **Pay by Mail** – Send a check or money order with the bottom portion of your invoice when it arrives each month. Posting time is approximately 3-7 business days.
- **Pay through Sprint PCS Automated Payment** – Sign up and have your invoice paid automatically each month! To enroll, go to [www.sprintpcs.com](http://www.sprintpcs.com). You can also press **2882** on your Sprint PCS Phone to speak with a Sprint PCS Customer Care Advocate or dial 1-888-211-4PCS (4727) from a landline phone. Transaction is processed on invoice due date.
- **Pay on the Internet** – Pay your invoice online using your credit card or checking account. Just go to [www.sprintpcs.com](http://www.sprintpcs.com), log on to the "Manage" section, click on "Invoice and Payment" and follow the links. Posting time is approximately 4 hours.
- **Pay through your Sprint PCS Phone** – Enter **2882** on your Sprint PCS Phone. Then, follow the voice prompts to pay with your check or credit card. Posting time is approximately 4 hours.
- **Pay through RadioShack®** – Pay by cash or check at participating RadioShack locations. A service fee will be charged. Posting time is approximately 24-48 hours.
- **Pay through Western Union®** – You can pay by cash at any of Western Union's 38,000 locations, using code city "Sprint PCS." For the nearest location, dial **2882** on your Sprint PCS Phone or call 1-800-325-6000 from any phone and select "option 2." There is an \$11.95 service charge for using this method. Posting time is approximately 4 hours.

## What's new with Sprint PCS

### Sprint PCS is bringing you to the next level of wireless technology


In communications, speed is everything. And when it comes to research and development in high-speed wireless communications, Sprint PCS is an industry leader. With increased speed in wireless communication, you gain increased efficiency, improved error correction and better overall data integrity – all of which translate into better calling clarity and faster connections when using the Sprint PCS Wireless Web.<sup>SM</sup>

Sprint PCS has been developing faster communications systems using a process known as "third-generation code division multiple access (3G) technology" ... or 3G CDMA 1X for short. Utilizing this technology, Sprint PCS will be able to increase data speeds over the Sprint PCS Wireless Web from 14.4 kbps (or 14,400 bits per second) up to 144 kbps (or 144,000 bits per second) – an astounding 900% increase in speed. And that's just the beginning.

In addition, Sprint PCS will be conducting trials and testing of 3G (IS-2000) ... a higher generation of high-speed transmission technology. Using this new system, speeds up to 2.4 mbps (or 2,400,000 bits per second) are possible. This would mean an incredible 1,666% increase over previous speeds.

New and exciting applications are enabled with each increase in speed, similar to personal computer applications. Sprint PCS is excited about the possibilities of the future as data speeds leap forward.

### Faster payment with

Now it's easier and faster than ever to pay your Sprint PCS invoice over your Sprint PCS Phone.<sup>SM</sup> Just press  for a direct connection. Then follow the voice prompts to pay with your credit card or check. It's that simple!


 is a free call, and your payment will post to your account in approximately 4 hours. Try it the next time you pay your Sprint PCS invoice.

Customers with an established credit history and in good standing with Sprint PCS can use this convenient payment option.

What's New

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## Sprint PCS offers & promotions

### Share your plan minutes with Sprint PCS Add-a-Phone™

For just \$10 a month for each phone, you can share the clarity of Sprint PCS with a spouse or relative without sharing your Sprint PCS Phone.™ How? Start by giving them your former phone. Then choose a new phone from our wide selection, such as the dual-band Sprint PCS Touchpoint Phone,™ available now for just \$129. Both former and new phones will share your invoice. To sign up, go to [www.sprintpcs.com](http://www.sprintpcs.com) or press **6666** from your Sprint PCS Phone.

### A winning team for Breast Cancer Awareness

Sprint PCS and Samsung kicked off the third annual "Speak Out" for Breast Cancer Awareness campaign in October, National Breast Cancer Awareness Month. Sprint PCS and Samsung also teamed up to donate \$500,000 to benefit The Susan G. Komen Breast Cancer Foundation.

The campaign focuses on helping couples deal with the challenges of facing breast cancer together, and features Stefanie Spidman, a breast cancer survivor, and her husband Chris, a former All-Pro linebacker, as spokespersons. Along with others who have tackled this disease, the Spidmans are featured in Journey of Hope: Couples Speak Out About Breast Cancer. This free, limited edition support kit with a workbook and video commissioned by Sprint PCS and Samsung helps couples discuss sensitive issues such as intimacy, spirituality, finances, and long-term survivorship. The workbook was written by Lillie Shockney, education and outreach director of the Johns Hopkins Breast Center and an eight-year breast cancer survivor.

The "Speak Out" campaign also included a breast cancer awareness summit in New York City and over 40 local "Call Days" to remind women of the three steps of early detection: monthly breast self-exams, regular clinical exams and annual mammograms after the age of 40. Remember, always consult your physician first.

To get a copy of the support kit while supplies last, call 1-877-718-HOPE (4673). Or, for more information about the "Speak Out" campaign, visit [www.sprintpcs.com](http://www.sprintpcs.com).

\* If Sprint PCS Add-a-Phone is selected as a line option when you sign up for a Sprint PCS Advantage Agreement™, only one user receives the Sprint PCS Add-a-Phone option at no additional cost. Option may not be used in conjunction with other promotions, discounts or credits. The Sprint PCS Add-a-Phone option is available on a Sprint PCS Service Plan of \$49.99 or higher. Service activity of users sharing minutes must appear on a single invoice. Limit two Sprint PCS Add-a-Phone options per service plan. Offer subject to credit approval. All offers available for a limited time and subject to withdrawal without notice.

## Recommend us to a friend and you can each earn a \$10 service credit

### Earn valuable service credits

Sprint PCS is always looking to give you more. That's why we're continually coming up with valuable offers for great customers such as you!

#### Get \$50 when you sign up for Sprint 7x AnyTime™

Sign up for Sprint 7x AnyTime residential long-distance service and receive \$50 in Sprint savings checks!® You can use these checks toward future Sprint long-distance or Sprint PCS invoices or redeem them at any Sprint Store. Just sign up for Sprint 7x AnyTime and pay only 7¢ a minute on state-in-state residential long-distance calls.™ That's 24 hours a day, 7 days a week. Plus, sign up today and we'll even waive the \$5.95 monthly service fee as long as you remain a customer of both Sprint and Sprint PCS.™™ Call 1-877-842-5102 or visit [www.sprint.com/50cents](http://www.sprint.com/50cents) to sign up today.

#### \$10/\$10 Sprint PCS Referral Program

Refer a friend to purchase a new Sprint PCS Phone™ and service plan and you'll each get a \$10 service credit! It's easy! Your friend must press **888 888** on their new Sprint PCS Phone and follow the voice prompts. Tell them to have their new Sprint PCS Phone Number and your Sprint PCS Phone Number nearby. Then when they've maintained service for 30 days, you'll both receive a \$10 service credit.

Remember, the more new customers you refer, the more credits you can earn. Those you refer will appreciate great wireless communications – and you'll all appreciate the service credits you earn!

### Keep up with the latest changes and enhancements

Sprint PCS Service grows and improves all the time ... and you can receive e-mail notifications of changes to our web site, special promotions and offers, and new products. To add or update your e-mail to the Sprint PCS mailing list, just follow these easy steps:

1. Go to [www.sprintpcs.com/manage](http://www.sprintpcs.com/manage) and sign in
2. Click on the "Customer Care" tab
3. Click on "Change Account Information"
4. Finally, click the "Edit" button at the bottom of the page and enter your e-mail information!

You'll then receive periodic messages from Sprint PCS – but no unsolicited mail, because we do not share your private information. So get in the know. Register for free e-mail updates today!

\*No cash value. Savings checks are payable to Sprint, Sprint PCS and the Local Telephone company only. One offer per household. Allow at least 8 to 9 weeks to receive the \$50 Sprint savings checks, consisting of five \$10 checks.

†Residential Day-Night calls only. One line per account. In-state rates will vary. Please call 1-888-622-6865 to confirm in-state rates. Offer not available in Alaska and Hawaii. Certain other restrictions may apply.

— Offer valid for new Sprint residential long-distance customers only. A credit of \$5.95 for the monthly service charge will appear on each monthly invoice as long as you remain an active customer of the Sprint 7x AnyTime calling plan and Sprint PCS. Both accounts must be maintained in good standing to continue to receive promotion. Offer may not be used in conjunction with certain other promotions, discounts and services and may be withdrawn without notice. Offer expires 1/31/01.

† Completed referral must be received by Sprint PCS within 90 days of activation to receive service credit offer. A customer may not refer himself. Referred person's phone purchase must occur after referring person's phone purchase and after 3/15/2000. Referring purchaser and referred purchaser on Prepaid, Major, National Accounts or Employee Advantage that are Non-Resident Accounts are not eligible for offer. Invoice credits appear on both parties' invoices. Referring person's credit awarded on basis of first referral call received for each eligible purchase. Both referring purchaser and referred purchaser must have an active account for 30 days or longer before the reward can be applied. Sprint PCS Employees, third-party employees and customers on the Owner Advantage Plan may participate and are limited to one referral credit per month and cannot be referred. In addition, Sprint PCS employees cannot refer other Sprint PCS employees, third-party employees cannot refer other third-party employees and customers on the Owner Advantage Plan may not refer other customers on the Owner Advantage Plan. Please allow 8-11 weeks for processing. Sprint PCS reserves the right to alter or discontinue this program at any time without notice. Program may not be available in select office markets.

†† By providing Sprint PCS with your e-mail address, you grant us your permission to receive future e-mails from us. We may not share your e-mail address with outside third parties.

Some features may not be available while roaming.

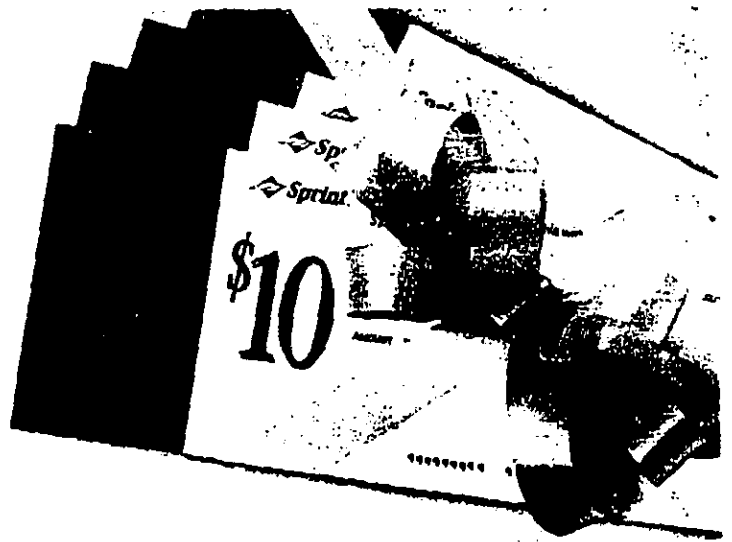
Special Offers



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Our gift  
to you:  
**\$50**

Plus, save \$5.95 a month  
with Sprint 7c AnyTime™



**Sprint PCS® customers only:**

## **Receive \$50 in Sprint savings checks...**

**simply by signing up for Sprint 7¢ AnyTime™  
residential long distance!**



**Call any time and pay just 7¢ a minute.\***

Now you can save on your residential long-distance service. Pay just 7¢ a minute on state-to-state calls – 24 hours a day, 7 days a week.

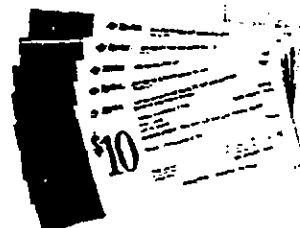
**Monthly service fee waived – you save \$5.95 per month.**

Because you are a valued Sprint PCS customer, the \$5.95 service fee will be waived every month.\*\* You can save up to \$71 a year!

**Plus, \$50 in savings just for Sprint PCS® customers.**

You'll also receive an exclusive gift: \$50 in Sprint savings checks\* to use in the next few months toward your Sprint PCS or Sprint long-distance bills ... or purchases at any Sprint PCS Retail Store.

It's our gift to you for choosing Sprint residential long-distance service!



**To sign up and receive your \$50  
in Sprint savings checks, call**

**1-888-823-4665**

**or visit [www.sprint.com/50checks](http://www.sprint.com/50checks)**

**As a Sprint PCS® customer, please accept your \$50 gift!**  
**Call 1-888-823-4665 today**  
**or go to [www.sprint.com/50checks](http://www.sprint.com/50checks)**

\* Residential Dist. One calls only. One line per account. In-state rates will vary. Please call 1-888-823-4665 to confirm in-state rates. Offer not available in Alaska and Hawaii. Certain other restrictions may apply.

\*\* Offer valid for new Sprint residential long-distance customers only. A credit of \$5.95 for the monthly service charge will appear on each monthly invoice as long as you remain an active customer of the Sprint 7x Anytime calling plan and Sprint PCS. Both accounts must be maintained in good standing to continue to receive promotion. Offer may not be used in conjunction with certain other promotions, discounts and contests and may be withdrawn without notice. Offer expires 12/31/00.

† No cash value. Savings checks are payable to Sprint, Sprint PCS and the Local Telephone company only. One offer per household. Allow at least 6 to 8 weeks to receive the \$50 Sprint savings checks, consisting of five \$10 checks.

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[www.sprint.com](http://www.sprint.com)



The clear alternative to cellular.™

**Sprint PCS®**

S131



#### **Sprint PCS<sup>®</sup>**

The latest breakthrough in wireless technology.  
Call 1-877-520-1029 for details.



#### **Internet Access**

Surfing the Net is simple with EarthLink Sprint Internet Access.  
Call 1-888-424-0139 for details.



#### **Internet Call Waiting**

Don't miss that call! Get Internet Call Waiting for when you're online.  
Call 1-800-877-4646 for details.



#### **Local-Toll Calling**

You can use Sprint for toll calls you make within your local calling region.  
Call 1-800-891-4803 for details.



#### **International Calling**

Economical calling plans and Sprint FÖNCARD<sup>™</sup> access to the countries you call most.  
Call 1-800-891-4803 for details.



#### **Personal Conferencing**

Talk to as many as 10 people anywhere in the United States.  
Call 1-888-403-2305 for details.



#### **Collect Calls**

Dial 1-800-2-SPRINT to save money when calling collect!



#### **National Directory Assistance**

Instant access to all the numbers you need to stay in touch.  
Dial 00 or 1 + area code + 555-1212.

If you earn miles through a Sprint airline program, call 1-800-669-8585 for mileage opportunities on select products and services.