

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

In the Matter of the Request of )	
AmeriVision Communications, Inc. d/b/a )	
LifeLine to Change Its Name to )	Case No. XN-2007-0425
AmeriVision Communications, Inc. d/b/a )	Tariff File No. YX-2007-0785
Affinity 4 )	

**STAFF RECOMMENDATION**

**COMES NOW** the Staff of the Missouri Public Service Commission (Staff) and for its recommendation respectfully states:

1. In the attached Memorandum, labeled Appendix A, the Staff recommends that the Missouri Public Service Commission recognize the change of name of AmeriVision Communications, Inc. d/b/a LifeLine to AmeriVision Communications, Inc. d/b/a Affinity 4.
2. The company has fulfilled the requirements of the Commission's rule governing name changes at 4 CSR 240-2.060(5) in that the request contains a clear statement of the old and new names, and the request was accompanied by (1) a registration of a fictitious name issued by the Missouri Secretary of State (demonstrating the company's registration of the fictitious name Affinity 4 for use in Missouri); and (2) adoption notices and revised tariff title pages identifying the new name.
3. Customers have been notified of the name change.
4. In conjunction with and to effectuate the name change, the company has submitted revised tariff sheets with an effective date of June 3, 2007. Staff has reviewed the new tariff sheets and recommends that the Commission approve them.

**WHEREFORE,** Staff recommends that the Commission issue an order acknowledging that AmeriVision Communications, Inc. d/b/a LifeLine has changed its

name to AmeriVision Communications, Inc. d/b/a Affinity 4 and approving the tariff sheets filed to effectuate that name change.

Respectfully submitted,

**/s/ Jennifer Heintz**

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#### **Certificate of Service**

I hereby certify that copies of the foregoing have been mailed, hand-delivered, or transmitted by facsimile or electronic mail to all counsel of record this 21st day of May 2007.

**/s/ Jennifer Heintz**