

October 31, 2018

VIA ELECTRONIC FILING

Morris L. Woodruff, Secretary
Missouri Public Service Commission
200 Madison Street
P.O. Box 360
Jefferson City, MO 65102-0360

Re: TAG Mobile, LLC. – File No. RA-2012-0296


Dear Ms. Dietrich:

On behalf of TAG Mobile, LLC (“TAG”), I am submitting this notice of changes and upgrades to the TAG Lifeline Plans pursuant to the 2016 FCC *Lifeline and Link Up Reform and Modernization Order*¹.

Attached as Exhibit A, is a complete description of the new and revised Lifeline plans in the State of Missouri.

Please let me know if you have any questions or require additional information. You can reach me at cassandra.milligan@tagmobile.com or 214-390-4284. Thank you for your courtesy and assistance.

Respectfully submitted,



Cassandra Milligan
Manager, Regulatory and Compliance

Enclosures

¹ *In the Matter of Lifeline and Link Up Reform and Modernization, Telecommunications Carrier Eligible for Universal Service Support, Connect America Fund, WC Docket No. 11-42, WC Docket No. 09-197, WC Docket No 10-90, Third Report and Order, Further Report and Order, and Order on Reconsideration (rel April 27, 2016) (“Lifeline Reform Order”)*



EXHIBIT A

Proposed Lifeline Offering

Plan	Minutes	Texts	Data	Retail Price	Lifeline Discount	Company Credit	Cost to Lifeline Customer
Lifeline 1,000 minutes and 1GB LTE*	1,000	Unlimited	1GB LTE	\$10.00	\$9.25	\$0.75	\$0.00
\$15 Lifeline Unlimited minutes and 1GB LTE**	Unlimited	Unlimited	1GB LTE	\$15.00	\$9.25	\$0.75	\$5.00
\$25 Lifeline Unlimited minutes and 2GB LTE**	Unlimited	Unlimited	2GB LTE	\$25.00	\$9.25	\$0.75	\$15.00

Additional (Top Up) Charges				
Plan Name	Minutes	Texts	Data	Price
Premium	250	Unlimited	None	\$5.00
Domestic Unlimited Talk, Text	Unlimited	Unlimited	None	\$10.00
Data Lite-LTE	None	None	100 MB	\$4.95
Data Plus-LTE	None	None	500 MB	\$7.50
Data Premium-LTE	None	None	1 GB	\$10.00

*Must be Eligible. There are no rollover minutes with this plan. Unused minutes will expire each month on the service expiration date. To utilize data, customers must purchase an upgraded handset from the Company or the customer may provide their own equipment, provided it is compatible with TAG's network and complies with the FCC's rules.

**Must be Eligible. Additional taxes and fees may apply. There are no rollover minutes with this plan. Unused minutes will expire each month on the service expiration date. To utilize data, customers must purchase an upgraded handset from the Company or the customer may provide their own equipment, provided it is compatible with TAG's network and complies with the FCC's rules.

All Plans include the following:

- Free calls to 911 emergency services
- Free calls to Customer Service via 611
- Free access to Voicemail, Caller-ID, Call Waiting, Call Forwarding, and 3-Way Calling features
- Free Domestic, Long-Distance