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July 19, 2021

*Via Overnight Delivery*

Mr. Morris Woodruff  
Secretary and Chief Administrative Law Judge  
Missouri Public Service Commission  
200 Madison Street  
Jefferson City, MO 65102-0306

Re: Boomerang Wireless, LLC – Revised Notice of Transfer of Control; File No. RA-2013-0115

Dear Mr. Woodruff:

By a letter dated July 6, 2021, Boomerang Wireless, LLC (Boomerang or Company), by its undersigned counsel, notified the Missouri Public Service Commission (Commission) that it intends to consummate a transaction that will result in a material change in control of its ownership. By this letter, Boomerang provides a revised description of the company acquiring control of Boomerang. As such, Boomerang respectfully requests to withdraw the July 6, 2021 letter and replace it with this letter. On May 21, 2013, the Commission designated Boomerang as an Eligible Telecommunications Carrier in Missouri for the purpose of providing federal Lifeline service.<sup>1</sup> It is Boomerang's understanding that prior Commission approval is not required for the contemplated transaction. Therefore, Boomerang submits this letter solely for the Commission's information.

Boomerang is currently majority-owned (51%) by HH Ventures, LLC (HH Ventures), an Iowa limited liability company, and minority-owned (49%) by ViaOne Acquisition Company, LLC (ViaOne), a Delaware limited liability company. Prior to December 18, 2020, Boomerang was wholly owned by HH Ventures. On December 18, 2020, HH Ventures and ViaOne entered into a Membership Interest Purchase Agreement (Agreement) wherein ViaOne agreed to purchase Boomerang from HH Ventures. Under the Agreement, ViaOne initially acquired 49% of the Membership Interests owned by HH Ventures and it will now acquire the remaining 51% of the Membership Interests, thereby gaining control of Boomerang, upon receiving necessary regulatory approvals. ViaOne is equally owned by three entities: Flagship Equity Partners, LLC; BBBY, Ltd.; and SXCS Investments, LLC. Each of these

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<sup>1</sup> *In the Matter of the Application of Boomerang Wireless, LLC, d/b/a enTouch Wireless for Designation as an Eligible Telecommunications Carrier for Lifeline Service (Low Income Only)*, File No. RA-2013-0115, (May 21, 2013).

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entities is organized under the laws of the State of Texas and none has a controlling ownership interest in ViaOne.

Following the proposed change in Boomerang's ownership, the Company's corporate and trade names and identifiers will remain unchanged. Furthermore, Boomerang's contact information on record with the Commission will remain unchanged. The proposed transaction will not result in any loss or impairment of service for any customer, and immediately following consummation of the transaction, customers will continue to receive their existing services at the same or better rates, terms, and conditions than currently in effect.<sup>2</sup> Thus, the proposed transaction holds no adverse effects for the Company's customers and, indeed, will be transparent to them.

Boomerang further advises the Commission that the proposed transaction will deliver meaningful public interest benefits to consumers in Missouri. Boomerang focuses on providing Lifeline service to qualifying low-income consumers residing in Missouri. ViaOne's affiliated company, ViaOne Services, LLC (ViaOne Services),<sup>3</sup> has extensive experience in providing operational, marketing and regulatory compliance consulting services to wireless carriers. Following the transaction, Boomerang will be able to leverage fully ViaOne Services' expertise to continue to provide low-income consumers in Missouri with high-quality voice and broadband Internet services.

I am providing an additional copy of this letter to be date-stamped and returned in the enclosed envelope. Please contact me at (202) 342-8566 or [jguyan@kelleydrye.com](mailto:jguyan@kelleydrye.com) if there are any questions regarding this submission.

Respectfully submitted,



Joshua T. Guyan

*Counsel for Boomerang Wireless, LLC*

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- <sup>2</sup> Future changes to Boomerang's service offerings and/or the rates, terms and conditions applicable to those offerings will be implemented consistent with applicable regulatory requirements.
- <sup>3</sup> ViaOne Services is a Texas limited liability company. Over 98 percent of ViaOne Services is owned by the same three entities that own ViaOne with each having a 32.84 percent ownership interest. The remaining less than two percent of ViaOne Services is owned by two individuals. None of the owners has a controlling ownership interest in ViaOne Services.