# **Acquisition Free Minutes Promotion**

This promotion is available to new and returning Residential Customers who presubscribe to the Company's intrastate service through Company-designated sales channels for Company-designated marketing campaigns. This promotion provides invoice credits on three consecutive full month invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer initiates service.

Company-forecasted spending levels for the Residential Customer or the Residential Customers reported spending levels qualify the Residential Customer for one of the following levels of Free Minutes Credits.

All interexchange usage - up to the limits detailed below - contributes toward calculation of Free Minutes credits. Free Minutes credits are calculated at tariffed rates, prior to the application of any other credits. The Free Minutes credits will appear on the same invoice as contributing usage.

The Residential Customer who discontinues the Company=s service, or whose service is discontinued by the Company, prior to exercising earned Free Minutes forfeits remaining eligibility. Unused Free Minutes from one billing cycle will not carry over to subsequent billing cycle(s).

Forecast or Self-Reported	Applicable Free Minutes For
Monthly Long Distance	Three Complete Invoice Cycles
Spending	
\$0.00 - \$9.99	0
\$10.00 - \$24.99	30
\$25.00 - \$49.99	60
\$50.00 +	90

This promotion may not be combined with any other Percent Discount or Free Minutes Discount promotion.

# **Acquisition Percent Discount Promotion**

This promotion is available to returning Residential Customers presubscribe to the Company's intrastate service through Company-designated sales channels for Company-designated marketing campaigns. The promotion provides invoice credits on up to six (6) consecutive full month invoices, plus first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer initiates service.

Company-forecasted spending levels for the Residential Customer or the Residential Customers reported spending levels qualify the Residential Customer for one of the following levels of Free Minutes Credits.

All interexchange usage - up to the limits detailed below - contributes toward calculation of Percent Discount credits. Percent Discount credits are calculated based on the tariffed rates, prior to the application of any other credits. The Percent Discount credits will appear on the same invoice as contributing usage for a fixed number of complete billing cycles, per the schedule below.

The Residential Customer who discontinues the Company=s service, or whose service is discontinued by the Company, prior to exercising earned Percent Discount credits forfeits remaining eligibility. Unused Percent Discount credits from one billing cycle will not carry over to subsequent billing cycle(s).

Forecast or Self-Reported	Promotion Duration	
Monthly Long Distance	(# of Complete Bill Cycles)	Applicable Percent Discount
Spending		
\$0.00 - \$9.99	0	0
\$10.00 - \$24.99	1	50%
\$25.00 - \$49.99	3	33%
\$50.00 +	6	10%

This promotion may not be combined with any other Free Minutes or Percent Discount promotion.

#### Reserved Free Minutes Promotion

This promotion is available for retention of Residential Customers in good standing who have presubscribed to the Company's intrastate service and who have notified the Company of the Residential Customer's intent to leave the Company for another service provider before the actual discontinuation of the Company's service by the Customer. This promotion provides invoice credits to established Residential Customers on three consecutive full month invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer enrolls in the promotion.

Existing Customers in good standing become eligible for the Reserved Free Minutes Promotion by notifying a Company service representative of their intent to select another primary exchange carrier, prior to discontinuing the Company=s service.

The eligible Residential Customer's most recent three months = actual total interexchange charges, less any applicable discounts and/or credits qualify the Customer for one of three levels of Reserved Free Minutes credits. All call types utilizing the Company=s service contribute toward calculation of Reserved Free Minutes credits. All interexchange usage for the Residential Customer's most recent three months of service, except Directory Assistance with Call Completion - up to the limits detailed below - contributes toward calculation of Reserved Free Minutes credits which are calculated at tariffed rates, after the application of any other credits. The Reserved Free Minutes credits will appear on the same invoice as contributing usage.

The Residential Customer who discontinues the Company=s presubscribed service or whose service is discontinued by the Company, prior to exercising earned Reserved Free Minutes forfeits remaining eligibility. Unused Reserved Free Minutes from one billing cycle will not carry over to subsequent billing cycle(s).

Forecast or Self-Reported	Applicable Free Minutes For
Monthly Long Distance	Three Complete Invoice Cycles
Spending	
\$0.00 - \$9.99	0
\$10.00 - \$24.99	30
\$25.00 - \$49.99	60
\$50.00 +	90

# Acquisition Percent Discount Promotion #3

This promotion is available to new, existing and returning Residential Customers who presubscribe to the Company=s intrastate service through Company-designated sales channels for Company-designated marketing campaigns. Eligibility for this Promotion is contingent on the Customer=s proactive response to the Company=s designated marketing campaign. The promotion provides invoice credits on up to twelve (12) consecutive invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer initiates service.

Company-forecasted spending levels for the Residential Customer or the Residential Customer=s reported spending levels qualify the Residential Customer for one of the following levels of Percent Discount credits.

All interexchange usage - up to the limits detailed below - contributes toward calculation of Percent Discount credits. Percent Discount credits are calculated based on the tariffed rates, prior to the application of any other credits. The Percent Discount credits will appear on the same invoice as contributing usage for a fixed number of complete billing cycles, per the schedule below.

The Residential Customer who discontinues the Company=s service, or whose service is discontinued by the Company, prior to exercising earned Percent Discount credits forfeits remaining eligibility. Unused Percent Discount credits from one billing cycle will not carry over to subsequent billing cycle(s).

Forecasted or Reported	Promotion Duration(# of	Applicable Percent Discount
Monthly Long Distance	Complete Bill Cycles)	
Spending		
\$0 - \$9.99	0	0%
\$10.00 - \$24.99	3	50%
\$25.00 - \$49.99	6	33%
\$50.00 +	12	10%

This promotion may not be combined with any other Free Minutes or Percent Discount promotion. Identical interstate, intrastate or international promotions are not cumulative.

### Percent Discount International Promotion

This promotion is available to existing, new and returning Residential Customers who presubscribe to the Company's International Option 1 Plan, along with any domestic interexchange service, except for Plan E Service, through Company-designated sales channels for Company-designated marketing campaigns. The promotion provides a Percent Discount credit of 20% on six consecutive full month invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Customer initiates service.

All interexchange usage contributes toward calculation of Percent Discount credits. Percent Discount credits are calculated based on 20% of the tariffed usage rates, prior to the application of any other credits. The Percent Discount credits will appear on the same invoice as contributing usage.

The Residential Customer who discontinues the Company's service, or whose service is discontinued by the Company, prior to exercising earned Percent Discount credits forfeits remaining eligibility. Unused Percent Discount credits from one billing cycle will not carry over to subsequent billing cycle(s).

This promotion may not be combined with any other promotion.

#### Toll Free

The Company offers business Customers 100 complimentary toll free minutes for the first two months of service when they subscribe to Business Toll Free Service on an eligible calling plan. A total of 200 free minutes will be offered in increments of 100 per month, for the first two months.

This offer applies to existing business Customers who establish a new Business Toll Free Service number on Business Plan 1. The Customer must maintain presubscribed for the two full months to receive this offer. Complimentary minutes will be awarded to the eligible Customer in the form of a credit beginning with the Customer's first partial or next full month of service following enrollment in this promotion. Minutes must be used in the month granted and will not carry over from month-to-month except for any unused minutes in the first partial month which will be carried over to the next month.

This offer is not available in conjunction with any other promotion.

This offer is valid until canceled by the Company.

# **Returning Percent Discount Promotion**

This promotion is available to returning Residential Customers who presubscribe to the Company=s domestic intrastate, interexchange service through Company-designated sales channels for Company-designated marketing campaigns. The promotion provides invoice credits on up to twelve consecutive invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Customer initiates service.

Company-forecasted calling spending levels for the Residential Customer or the Residential Customer=s reported calling spending levels qualify the Residential Customer for the following Retention Percent Discount credits.

All interexchange usage, except Directory Assistance and Directory Assistance with Call Completion - up to the limits detailed below - contributes toward calculation of Retention Percent Discount credits. Retention Percent Discount credits are calculated based on the tariffed rates, prior to the application of any other credits. The Retention Percent Discount credits will appear on the same invoice as contributing usage for a fixed number of complete billing cycles, per the schedule below.

The Residential Customer who discontinues the Company=s service, or whose service is discontinued by the Company, prior to exercising earned Percent Discount credits forfeits remaining eligibility. Unused Retention Percent Discount credits from one billing cycle will not carry over to subsequent billing cycle(s).

Forecasted or Reported	Promotion Duration	Applicable Retention Percent
Monthly Long Distance	(# of Complete Bill	Discount
Spending	Cycles)	
\$50.00 +	12	10%

This promotion may not be combined with any Acquisition Free Minutes Promotion or Percent Discount Promotion. Identical intrastate or international promotions are not cumulative.

# Toll Free RespOrg Campaign

The Company offers business Customers 200 toll free minutes for the first four months of service when they sign up for Business Toll Free Service under Business Plan 1. A total of 800 toll free minutes will be distributed in increments of 200 minutes each month.

This offer applies to business Customers who currently have portable toll free service with another carrier and switch their responsible organization for the toll free service to the Company and also sign up for Business Plan 1. Complimentary toll free minutes will be awarded to the eligible Customer in the form of a credit beginning with the Customer=s first partial or next full month of service following enrollment in this promotion. Minutes must be used in the month granted and will not carry over from month-to-month except for any unused minutes in the first partial month which will be carried over to the next month.

This offer is not available in conjunction with any other promotion.

This offer is valid until canceled by the Company.

# Special Event Marketing

This promotion is available to new Residential Customers who presubscribe to the Company's Plan C intrastate service through the following designated sales channel for the following Company-designated marketing campaign. Eligibility for this Promotion is contingent on the Customer's proactive response either on site or to a Company-designated toll free number on marketing materials distributed to the Customer at the Special Event location. The promotion provides invoice credits for 30 complimentary minutes on three (3) consecutive invoices plus the first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer initiates service.

Complimentary minutes will be awarded to the Customer in the form of a credit on the same invoice as contributing minutes. Minutes may consist of any interstate, intrastate or international direct dialed calls, Residential Personal Toll Free number calls or operator assisted calls.

The Residential Customer who discontinues the Company's service, or whose service is discontinued by the Company, prior to exercising earned complimentary minutes credits forfeits remaining eligibility. Unused complimentary minutes credits from one billing cycle will not carry over to subsequent billing cycle(s).

This promotion is intended only for residential Customers who have attended the Special Event and signed up for the Company=s Business Plan C either on site, or via the designated toll free number. The Customer cannot enroll in any other promotion.

#### Merchandise Promotion

From time to time, the Company may offer to the potential Customer complimentary non-telecommunications merchandise (total value at a cost to the Company not to exceed \$100) if the Customer designates the Company as the Customer's Primary Interexchange Carrier. This promotion is limited to one offer per Customer up to once per quarter (or not greater than four times per year). The Company may also offer such merchandise to existing Customers as an incentive to retain such Customers.

#### **Demonstration of Service Promotion**

From time to time, the Company shall demonstrate its services by providing free calls to the Customer or potential Customer of up to ten minutes duration over its network. These promotional/demonstration calls will originate only from distinct temporary demonstration booths.

# IntraLATA Carrier Sign Up Promotion

The IntraLATA Carrier Sign Up Promotion is offered to new and existing business Customers who presubscribe to the Company=s intraLATA service through Company-designated sales channels for Company-designated marketing campaigns. The eligible Customer will receive a one-time credit to offset the costs associated with changing a presubscribed intraLATA carrier.

The charge for changing a Customer=s presubscribed carrier is assessed by the local exchange carrier serving that Customer. Where appropriate arrangements are in place between the Company and the eligible Customer=s local exchange carrier, the Company will incur the change charge directly on the Customer=s behalf. Where such an arrangement does not exist, or at the Company=s discretion, a credit not to exceed five dollars (\$5.00) will be issued to the Customer=s account or a check will be mailed to the Customer.

The Company issued credit will be applied within ninety (90) days of the eligible Customer=s intraLATA presubscribed carrier change. If the Customer=s service is discontinued prior to receiving the credit, either at the request of the Customer or by the Company, then the credit will be forfeited.

The IntraLATA Carrier Sign Up Promotion may be combined with other promotional offers for which the Customer is eligible.

This promotion is valid until canceled by the Company.

# **Upsell Promotion**

This promotion is available to new or returning Residential Customers who presubscribe to the Company's intrastate service through designated sales channels for Company-designated marketing campaigns. Customers will be offered thirty (30) free minutes for three (3) months when they presubscribe to any calling plan in addition to an affiliated company's local and/or toll services during the same marketing contact. The promotion provides an invoice credit for thirty (30) complimentary minutes on three (3) consecutive invoices, plus the first partial month if enrollment begins prior to the first full billing cycle after the Residential Customer enrolls in the promotion.

Complimentary minutes will be awarded to the Customer in the form of a credit on the same invoice as contributing minutes. Minutes may apply to all call types including domestic and international direct dialed calls, except DA (Directory Assistance) and DA assisted call completion.

The Residential Customer who discontinues the Company's service, or whose service is discontinued by the Company, prior to using the complimentary minutes credits forfeits all unused minutes and will no longer qualify for additional credits under this promotion. Unused complimentary minutes credits from one billing cycle will not carry over to subsequent billing cycles(s).

#### Two Line Promotion

This promotion is offered to an existing, new or returning Residential Customer who subscribes to one of the following outbound, switched, domestic, intrastate, interexchange calling plans offered by the Company: Plan B Service, Plan C Service, Plan D Service or Plan G Service, as described elsewhere in this tariff ("Eligible Plan(s)") on either an additional dial tone line (for existing Company customers) or on at least two lines (for new or returning Customers). The Residential Customer will receive a \$15.35 credit each month on his or her bill if the Customer meets all of the following requirements:

- a. presubscription to the Company for intrastate interLATA service and to the Customer's local exchange carrier for intrastate intraLATA service on either: (1) one additional line (for existing Company customers); or (2) at least two lines (for new or returning Customers), and
- b. subscription to the Telephone Protection Plan with a basic inside wire maintenance intraLATA service (e.g. Telesure Basic Wire Maintenance) plan on at least one line that is presubscribed to the Company.

Dial tone line(s) and the Telephone Protection Plan with a basic inside wire maintenance services may be provided by affiliates of the Company, or any other certified local exchange carrier, that provides service to eligible Residential Customers in areas served by the Company and that interchanges traffic with the Company using switched access services which accept carrier identification codes designated by the Company. To be eligible for this promotion, the Residential Customer:

- a. must subscribe to one of the Company's Eligible Plans via sales channels designated by the Company; and
- b. must demonstrate to the satisfaction of the Company at the time of subscription to a Company Eligible Plan that the Residential Customer also subscribes to local dial tone service and has the requisite number of lines presubscribed to the Company and the Telephone Protection Plan with inside wire maintenance services described above in this section.

A Customer who satisfies all promotion eligibility requirements set forth in this section shall receive a monthly credit of \$15.35 beginning with the first full month's billing after subscription to a Company Eligible Plan. When service is used for both interstate and intrastate calling, only one monthly credit of \$15.35 applies. A Customer who discontinues or cancels the Company's service or the local exchange carrier's service, who fails to meet the two line presubscription minimum, who drops the wire maintenance plan or whose service is refused, canceled, or discontinued by the Company under this tariff or by the local exchange carrier shall forfeit eligibility for such credits. This promotion may not be combined with any other promotion.

# Customer Appreciation Day

This promotion is available to an existing Residential Customer who presubscribes to the Company's International Option 1 Service, along with any qualifying domestic interexchange calling plan, through Company-designated sales channels for Company-designated marketing campaigns. On Company preselected "Customer Appreciation Days", a 20% discount on all interexchange usage on the selected day will be available to all qualifying customers.

An existing Customer will qualify for the promotion based on the Customer's actual spending level that will be an average of \$25 per month or more over the three (3) month period prior to each Customer Appreciation Day.

All interexchange usage contributes toward calculation of the discount. Monthly recurring charges do not contribute toward this discount. The percent discount will be calculated off the usage rates. The percent discount will appear on the same invoice as contributing usage and will be awarded to the eligible Customer in the form of a bill discount. The percent discount will be forfeited if not used on the qualifying Customer Appreciation Day.

This promotion cannot be combined with any other promotion.

#### Additional Line Promotion

This promotion is offered to an existing, new or returning Residential Customer who subscribes to one of the following outbound, switched, domestic intrastate, interexchange calling plans offered by the Company: Plan B Service, Plan C Service, Plan D Service, Plan F Service or Plan G Service, as described elsewhere in this tariff ("Eligible Plan(s)") on either an additional dial tone line (for existing Customers only) or on at least two lines (for new or returning Customers). The Residential Customer will receive an \$11.88 credit each month on his or her bill if the Customer meets all of the following requirements:

- a. presubscription to the Company for intrastate interLATA service and to the Company or the Customer's local exchange carrier for intrastate intraLATA service on either: (1) one additional line (for existing Company customers); or (2) at least two lines (for new or returning customers), and
- b. an existing Company Customer must have either the Company or the Customer's local exchange carrier for intrastate intraLATA service on his or her existing line, and
- c. an unlimited local exchange calling plan, offered by the Customer's local exchange carrier, on at least one line

Dial tone line(s) and unlimited local exchange calling may be provided by affiliates of the Company or any other certified local exchange carrier that provides service to eligible Residential Customers in areas served by the Company and that interchanges traffic with the Company using switched access services which accept carrier identification codes designated by the Company. To be eligible for this promotion, the Residential Customer:

- a. must subscribe to one of the Company's Eligible Plans between May 15, 2002 and February 25, 2003 via sales channels designated by the Company; and
- b. must demonstrate to the satisfaction of the Company at the time of subscription to a Company Eligible Plan that the Residential Customer also subscribes to local dial tone service with the qualifying number of unlimited local exchange calling plans, and has the requisite number of lines presubscribed to the Company.

#### Winback Promotion # 2

This promotion provides eligible Customers with a 10% discount off of direct dialed usage charges for a six month period. The discount will be applied to tariffed usage rates for all services, exclusive of international calling, Directory Assistance, Directory Assistance Call Completion and Operator Assisted calling, after the application of any other credits. The discount will appear on the same invoice as contributing usage.

This promotion is available to returning Business Customers who have discontinued the Company's services and subscribed to another long distance service provider. This promotion is offered through Company-designated sales channels for Company-designated marketing campaigns.

Customers who discontinue the Company's presubscribed service, or whose service is discontinued by the Company, prior to exercising the discounts, forfeits remaining eligibility.

### Loyalty Promotion #2

The Loyalty Promotion #2 is offered to new Residential Customers who presubscribe to the Company's service through Company-designated sales channels for Company-designated marketing campaigns. This promotion offers eligible Residential Customers free minutes of usage, based on Customer's actual billing at qualifying spending levels as described below. Customers must meet the Spend Level in at least two of their first three consecutive months to receive the specified Reward Amount.

Spend Level	Reward Amount
\$0.00 - \$9.99	0
\$10.00 - \$19.99	60 free domestic minutes credited in 6 <sup>th</sup> month
\$20.00 - \$39.99	60 free domestic minutes credited in 6 <sup>th</sup> month
\$40.00+	60 free minutes of domestic calling on the following
	four holidays for twenty four consecutive months after
	the Customer qualifies for the promotion: New Year's
	Day, Mother's Day, July 4 <sup>th</sup> and Thanksgiving Day

Qualifying Spend Level will be determined after all other discounts and credits resulting from any other promotion are applied. The following usage will be included in determining the Customer's Spend Level: domestic and/or international direct dialed calls, operator assisted calls and Directory Assistance. The free minutes will be applied to domestic interexchange direct dialed outbound calling. Unused free minutes will not carry over and will be forfeited if not used in the month granted. If, because of systems constraints, it is not possible to provide the free minute credits, Company may provide Customer with a substitute reward that is equal to or greater in value than the free minute credit.

The qualified Customer who discontinues the Company's service or whose service is discontinued by the Company will forfeit all eligibility and any unused minutes that had been previously awarded.

This promotion may be combined with any other promotion for which the Residential Customer is eligible.