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Cincinnati Bell
Telephone®

201 E. Fourth St.
P.O. Box 2301
Cincinnati, Ohio 45201-2301

March 2, 1999

Ms. Daisy Crockron
Docketing Division Chief
The Public Utilities Commission of Ohio
180 East Broad Street, 10th Floor
Columbus, Ohio 43215-3793

Re: Case No. 90-2021-TP-ATA
Case No. 90-5023-TP-TRF
Case No. 93-1020-TP-ATA
Case No. 96-899-TP-ALT

Dear Ms. Crockron:

Cincinnati Bell Telephone Company (CBT) proposes to revise its General Exchange Tariff PUCO No. 8 to do a promotional offering of its Calling Name and Number service. The Calling Name and Number service allows a customer to view the telephone number of the calling party on an incoming telephone call. The telephone number of the incoming call is disclosed on a customer-provided display device.

In accordance with the Commission's guidelines for promotional offerings established in the cases referenced above, CBT is forwarding for filing three copies of addendum sheet associated with the tariff page affected by this promotional offering. An Addendum Sheet, in the form authorized by the Commission, are being issued for CBT's General Exchange Tariff PUCO No. 8, Section 35, 4th Revised Page 15. The Addendum Sheet supersedes the tariff page during the promotional period. The Addendum Sheet specifies the terms rates, and charges that will be in effect for services included in this promotion, during the promotional period.

Beginning on March 3, 1999, CBT residential and nonresidential service customers requesting Calling Name and Number will have the nonrecurring charge to activate the service waived. The charges will be waived for customers who place their orders by April 30, 1999.

Under the terms established in the CBT's stipulated *Commitment 2000 Plan* (PUCO Case No. 96-899-TP-ALT issued by the Commission April 9, 1998), no cost or financial analysis information is required for special promotions. However, services included in promotional offerings in excess of ninety (90) days within a six month period of time are subject to the

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discount and resale provisions established in Section VI. F.10 of CBT's *Commitment 2000 plan*. This promotion contains services that have been promoted more than 90 days in a six month period or 180 days within the last 12 months.

Questions regarding this promotional offering may be directed to me at the above listed address for CBT or by telephone at 513-397-1312. Acknowledgement of receipt of this transmittal is requested. A duplicate of this transmittal is enclosed for this purpose.

Sincerely,

A handwritten signature in black ink that reads "Tom McCloud". The signature is written in a cursive, flowing style with a large initial "T" and "M".

Tom McCloud
Regulatory Affairs

Attachment

GENERAL EXCHANGE TARIFF

PUCO No. 8

CINCINNATI BELL TELEPHONE COMPANY

Section 35
17th Revised Addendum Sheet 15
to 5th Revised Page 15

ADDENDUM TO CUSTOM CALLING PLUS SERVICES

C. RATES AND CHARGES

2. NONRECURRING CHARGE

Promotional Offering Addendum

All residential and non-residential service customers, who meet the terms listed below and sign up for the Custom Calling PLUS Service Calling Name and Number during the promotional period, will receive a waiver of the nonrecurring charge associated with activating that service.

a. Market Area Exchange Targeted By Special Promotion

All Exchanges served by Cincinnati Bell Telephone Company

b. Promotional Period

Beginning Date: March 3, 1999
Ending Date: April 30, 1999

c. Terms and Limitations of the Promotion

- (1) The nonrecurring charge associated with adding Calling Name and Number will be waived for all residential and non-residential service customers ordering the service during the promotion.
- (2) Customers may place multiple orders during the promotional period. All orders must be placed by April 30, 1999.

d. Twelve Month Promotional History

- (1) January 4, 1999 through April 4, 1999 (Non Residence)
- (2) January 4, 1999 through February 13, 1999 (Residence)
- (3) November 16, 1998 through December 31, 1998 (Residential)
- (4) July 6, 1998 through September 21, 1998 (Nonresidence)
- (5) June 22, 1998 through September 21, 1998 (Nonresidence and Residence)
- (6) June 15, 1998 through September 12, 1998 (Residence)
- (7) May 10, 1998 through June 30, 1998 (Residence)
- (8) February 23, 1998 through April 17, 1998 (Nonresidence)
- (9) February 23, 1998 through April 4, 1998 (Residence)

Issued: March 3, 1999

Effective: March 3, 1999

In accordance with Case No. 90-2021-TP-ATA, issued by the Public Utilities Commission of Ohio on March 7, 1991, PUCO Case No. 93-1020 TP-ATA, issued July 22, 1993 and PUCO Case No. 96-899 TP-ALT, issued April 9, 1998.

By Eugene J. Baldrate Vice President - Regulatory Affairs, Cincinnati, Ohio