
BellSouth Interconnection Services

675 West Peachtree Street
Atlanta, Georgia 30375

Carrier Notification**SN91083107**

Date: June 20, 2002

To: Independent Telephone Companies (ICOs) and Wireless Type 2D Carriers

Subject: ICOs and Wireless Type 2D Carriers – Custom Branding Changes

This is to advise that effective immediately, BellSouth will no longer accept orders for the provisioning of back-end custom branding for Directory Assistance Call Completion (DACC) capable calls. BellSouth had provisioned back-end custom branding at no charge. Effective December 31, 2002, this service will no longer be available. Accordingly, back-end custom branding will be removed for existing customers.

BellSouth now offers front-end custom branding for Directory Assistance (DA) enabling all DA calls (DA and DACC) to be custom branded, instead of only DACC capable calls. There are non-recurring charges associated with the custom branding service.

Please note that by ordering front-end custom branding for DA, customers with existing DACC back-end custom branding may choose to have both front-end and back-end custom branding until December 31, 2002. After December 31, 2002, the branding options available will be unbranding or front-end custom branding.

For ICOs, front-end custom branding is also available for Operator Assistance (OA). There are non-recurring charges associated with OA custom branding.

Please contact your BellSouth Account Team Manager for order placement or questions.

Sincerely,

ORIGINAL SIGNED BY MATEO CAYMOL FOR JIM BRINKLEY

Jim Brinkley – Senior Director
BellSouth Interconnection Services