

filed electronically in docket office on 12/01/11

Lance J.M. Steinhart, P.C.

1725 Windward Concourse
Suite 150
Alpharetta, Georgia 30005

Also Admitted in New York
and Maryland

Telephone:(770) 232-9200
Facsimile:(770) 232-9208
Email: lsteinhart@telecomcounsel.com

December 1, 2011

VIA ELECTRONIC FILING
AND OVERNIGHT DELIVERY

Mr. David Foster
Utility Division Deputy Chief
Tennessee Regulatory Authority
460 James Robertson Parkway
Nashville, TN 37243-0505
(615) 741-3939

Re: In the Matter of the Absolute Home Phones Inc. Application for
Designation of Eligible Telecommunications Carrier (ETC)
Docket 10-00202

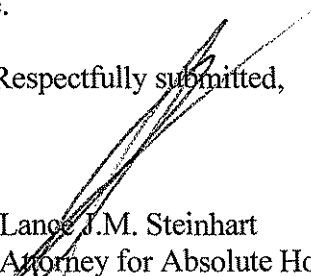
Dear Mr. Foster:

Enclosed please find for filing an original and four (4) copies of the Data Request No. 4 for Absolute Home Phones, Inc. This filing has been electronically submitted on December 1, 2011.

I have also enclosed an extra copy of this letter to be date stamped and returned to me in the enclosed, self-addressed, postage prepaid envelope.

If you have any questions or if I may provide you with additional information, please do not hesitate to contact me.

Respectfully submitted,


Lance J.M. Steinhart
Attorney for Absolute Home Phones, Inc.

Enclosures:
Chris Peltier

Question No. 1. Absolute has provided copies of its advertisements: however, it is requested that you provide examples of specific advertisement reflecting the restrictions and qualifications listed on the Tennessee Regulatory Authority Web Page.

Response: **Exhibit A - Please see the attached correct advertisement.**

Question No. 2. Section 214(e)(1)(B) of Telecommunications Act requires ETC to advertise the availability of services supported by universal service funds. Further, the FCC adopted outreach guidelines in its *2004 Lifeline and link Up Order*. Describe in detail and provide Absolutes' low-income outreach plan to reach those that currently do not have a home phone.

Response: **Absolute is aware of the guidelines set by the FCC and the recommendations in the 2004 Lifeline and Link Up order and has developed their advertising plan accordingly. Absolute intends to reach consumers through strategic marketing, advertisement and outreach events in order to reach as many consumers as possible that currently do not have a home phone.**

Marketing material will include postcards, flyers, newsprint, and penny saver ads. An example of Absolute's targeting marketing is their research and inclusion of the large Spanish speaking population in Tennessee. According to the Demographic Profile of Hispanics in Tennessee, 2009, A Pew Research Center project, there were 258,000 Hispanics with median earnings of \$17,000 per person 16 years and older. The percentage in poverty was 28% in the 18-64 age group, which compared to 5% in "Non-Hispanics Whites" in the same age group. For this reason, Absolute has also produced their marketing materials in Spanish in order to reach this low-income community.

Advertisement will include local TV, radio, and frequent direct mail campaigns.

Outreach events will include community organized promotional events and will partner with local agents to promote the Lifeline and Link Up programs in their storefronts. Absolute, as recommended by the FCC, intends to coordinate outreach efforts with governmental agencies that administer the relevant government assistance programs.

Question No. 3. Will Absolute be willing to advertise Lifeline and Link-up availability in other languages besides English? If so, please provide the other languages and examples of notices brochures, and advertisements reflecting these other languages.

Response: Please see Absolute's response to Question No. 2 and Exhibit B –Spanish advertising.

Exhibit A

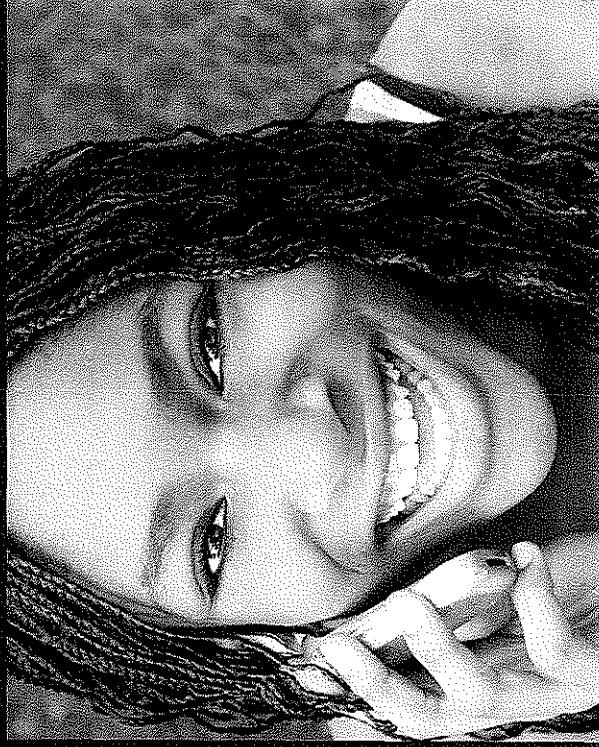
**Absolute Home Phones, Inc.
Corrected Advertisement**

Stay Connected to the Ones That Matter Most!

What you receive:

- First Month Free Service
- Call Waiting
- Caller ID
- Voice Mail

No Deposit
No Credit Check
No Contract



ABSOLUTE
HOME PHONES



You Qualify if You Receive:

- Temporary Assistance to Needy Families (TANF)
- Supplemental Security Income (SSI)
- Supplemental Nutrition Assistance Program (SNAP)
- TennCare (Medicaid)
- National School Lunch Program (free program only)
- Federal Public Housing Assistance (FPHA)
- Low Income Home Energy assistance Plan (LIHEAP)
- Total Household Income is at or below 135% of the Federal Poverty Guideline

# Of Household Members	Monthly Income 135% of Poverty Level
1	\$1,225.00
2	\$1,655.00
3	\$2,084.00
4	\$2,515.00
5	\$2,994.00

Mr. John Smith
123 Main Street
Adams, TN 37010

Add an additional \$429.00 per month for each additional person.

\$60 Activation fee is waived with a \$30 Linkup discount & a \$30 one time promo discount.

Lifeline assistance is only available for one wire line or wireless phone per household.

Limited Time Offer! Call or Visit our Website Today!
866-500-9976 • www.AbsoluteHomePhones.com



You Qualify if You Receive:

- Temporary Assistance to Needy Families (TANF)
- Supplemental Security Income (SSI)
- Supplemental Nutrition Assistance Program (SNAP)
- TennCare (Medicaid)
- National School Lunch Program (free program only)
- Federal Public Housing Assistance (FPHA)
- Low Income Home Energy assistance Plan (LIHEAP)
- Total Household Income is at or below 135% of the Federal Poverty Guideline

# Of Household Members	Monthly Income 135% of Poverty Level
1	\$1,225.00
2	\$1,655.00
3	\$2,084.00
4	\$2,515.00
5	\$2,994.00

Mr. John Smith
123 Main Street
Adams, TN 37010

Add an additional \$429.00 per month for each additional person.

\$60 Activation fee is waived with a \$30 Linkup discount & a \$30 one time promo discount.

Lifeline assistance is only available for one wire line or wireless phone per household.

Limited Time Offer! Call or Visit our Website Today!
866-500-9976 • www.AbsoluteHomePhones.com

Exhibit B

**Absolute Home Phones, Inc.
Spanish Advertising**

Gran Oferta de Servicio Telefonico Que todo el Mundo Puede Permitirse

**Lo que se con-
sigue:**

Correo de voz
Indicador de llamadas
llamada en espera

No hay Deposito
Sin verificación de Credito
No hay Contrato





Usted calificado si recibe:

- Asistencia temporal para familias necesitadas (TANF)
- Ingreso suplementario de Seguridad (SSI)
- Plan de Asistencia suplemental (SNAP)
- TennCare (Medicaid)
- Programa de almuerzo escolar nacional (gratuito solamente)
- Programa Federal para Asistencia de vivienda publica bajo el programa de Asistencia (FPHA)
- Plan de Asistencia de energia de bajo ingreso (LIHEAP)
- Ingreso Mensual del 35% del Nivel de Pobreza

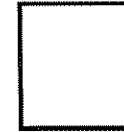
# en de la casa	Ingreso Mensual del 35% del Nivel de Pobreza
1	\$1,225.00
2	\$1,655.00
3	\$2,084.00
4	\$2,515.00
5	\$2,994.00

Agregar \$429.00 por mes por cada persona adciona.

Mr. John Smith
123 Main Street
Adams, TN 37010

Todos los planes cuentan con una cuota de conexon de \$60.00. Un descuento de \$30.00 en conjunto. Y un desuento promocional de \$30.00 a cliente de linea de vida. Todos los planes tendran un descuento de \$13.50.

Ofertade Tiemp Limitado! Llame o visitenos en pajina electronic
866-500-9976 · www.AbsoluteHomePhones.com



Usted calificado si recibe:

- Asistencia temporal para familias necesitadas (TANF)
- Ingreso suplementario de Seguridad (SSI)
- Plan de Asistencia suplemental (SNAP)
- TennCare (Medicaid)
- Programa de almuerzo escolar nacional (gratuito solamente)
- Programa Federal para Asistencia de vivienda publica bajo el programa de Asistencia (FPHA)
- Plan de Asistencia de energia de bajo ingreso (LIHEAP)
- Ingreso Mensual del 35% del Nivel de Pobreza

# en de la casa	Ingreso Mensual del 35% del Nivel de Pobreza
1	\$1,225.00
2	\$1,655.00
3	\$2,084.00
4	\$2,515.00
5	\$2,994.00

Agregar \$429.00 por mes por cada persona adciona.

Mr. John Smith
123 Main Street
Adams, TN 37010

Todos los planes cuentan con una cuota de conexon de \$60.00. Un descuento de \$30.00 en conjunto. Y un desuento promocional de \$30.00 a cliente de linea de vida. Todos los planes tendran un descuento de \$13.50.

Ofertade Tiemp Limitado! Llame o visitenos en pajina electronic
866-500-9976 · www.AbsoluteHomePhones.com