



July 24, 2012

Secretary
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

ATTENTION: COMMON CARRIER BUREAU

The attached tariff is being filed by Lucre, Inc. to become effective July 25, 2012.

The purpose of this transmittal is to implement the tariff filing which represents Lucre's Initial Base Document/Informational (OSP) tariff as required by the FCC's ETFS Order (FCC 11-92).

Please address any correspondence regarding this filing to my attention at the following address:

R. Steven Hale
Lucre, Inc.
4011 Plainfield Ave NE
Grand Rapids, Michigan 49525
Telephone: (616) 980-4140
Fax: (616) 980-4141

Sincerely,

A handwritten signature in blue ink, appearing to read 'R. Steven Hale', is written over the printed name.

R. Steven Hale
CEO/President
Lucre, Inc.