

Promotion Description: \$19.95 per month for first 12 months of 3Mb/384K service			
ALLTEL Markets: All			
Months of Promotion: 5			
Free Months: 0			
Months of Discounted Rate: 12			
Months Customer Must Retain Service: 12			
Study Months: 17			
Promotion Period:		Start: 2-Feb-05	Stop: Months Until Start Date 30-Jun-05 1.0

Description	(a)	Current	Forecast	Promotion	(d)
1. DSL Rate					
2. Average Monthly DSL Customer Growth Rate		\$34.95	\$34.95	\$19.95	
3. Estimated Promotion Generated Customer Increase			1.00%		
4. Estimated Customer Retention After Promotion			260	1,040	
5. Estimated 3Mb/384K DSL Customers (2)				75.00%	
6. Current DSL Revenue Requirement @12/31/04		\$393,744	0	0	
7. Estimated Revenue Requirement Increase per Month			0.50%	1.00%	
8. Estimated Revenue Requirement Through Promotion			\$604,740		

Description	Source	Current	Feb-05	Mar-05	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Total
9. Monthly Revenue Requirement	L-6/12 + 0.5% per mo.	\$0	\$32,812	\$32,976	\$33,141	\$33,307	\$33,473	\$33,641	\$33,809	\$33,978	\$34,148	\$34,318	\$34,486	\$34,662	\$34,836	\$35,010	\$35,185	\$35,361	\$35,538	\$380,684
10. Monthly Rev. Requirement W/Promotion	L-6/12 + 1% per mo.	\$0	\$32,812	\$33,140	\$33,472	\$33,806	\$34,144	\$34,486	\$34,831	\$35,179	\$35,531	\$35,886	\$36,245	\$36,607	\$36,973	\$37,343	\$37,717	\$38,094	\$38,475	\$604,740
Current DSL Revenue:																				
11. Current Customer Demand	Forecast	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-
12. Current Rate	Line 10(b)	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95
13. Current Customer Revenues	Line 11 * Line 12	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Forecasted DSL Revenue Excluding Promotion:																				
14. Forecasted New Customer Demand	Line 14 (L1-L2) * (3)	52	104	156	208	260	313	365	418	470	523	575	628	680	733	785	838	890	944	470
15. Not Currents Billed at Forecasted Rate	Line 15 (L1-L2) * Prior L14	26	78	117	156	208	260	313	365	418	470	523	575	628	680	733	785	838	890	470
16. Forecasted Rate	Line 16(c)	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95
17. Forecasted New Customer Revenues	Line 15 * Line 16	\$909	\$2,728	\$4,144	\$6,261	\$8,178	\$10,005	\$11,840	\$13,676	\$15,512	\$17,347	\$19,183	\$21,018	\$22,854	\$24,689	\$26,525	\$28,361	\$30,196	\$32,032	\$626,922
Forecasted DSL Promotion Revenue:																				
18. Promotion Generated Customer Increase	Line 3(d) Phased In	208	416	624	832	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	988	936	884	832	780	872
19. Not Applicable	Not Applicable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20. Billed at \$0 (first month free)	L18(d), L9 for 12 months	104	312	520	728	936	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	936	728	520	312	104	734
21. Billed at Full Rate	After 12 mo. = (Avg L18) - L20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22. Promotion Rate For 12 Months	Line 1(d)	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95
23. Full DSL Rate After Promotion	Line 1(c)	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95	\$34.95
24. Promotion Customer Revenues	(L20 * L22) + (L21 * L23)	\$2,075	\$6,224	\$10,374	\$14,244	\$18,673	\$20,748	\$20,748	\$20,748	\$20,748	\$20,748	\$20,748	\$20,748	\$20,748	\$21,309	\$22,702	\$24,005	\$25,207	\$26,610	\$317,129
Ordinary Customer Growth																				
25. Input	Line 14	52	104	156	208	260	313	365	418	470	523	575	628	680	733	785	838	890	944	470
26. Percent Taking Promotion	Line 24 * Line 25	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
27. Forecasted Taking Promotion Rate	Line 24 * Line 25	52	104	156	208	260	313	365	418	470	523	575	628	680	733	785	838	890	944	470
28. Billed at \$0 (first month free)	Not applicable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29. Billed at Promotional Rate	1/2 Curr+Prior L26 - 12 mo.	26	78	130	182	234	260	260	260	260	260	260	260	260	234	182	130	78	26	184
30. Discount Amount	Line 1(d) - Line 1(c)	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00	-\$15.00
31. Revenue Loss on Ordinary Customer Growth	(L12 * L28) + (L29 * L30)	-\$390	-\$1,170	-\$1,950	-\$2,730	-\$3,510	-\$3,900	-\$3,900	-\$3,900	-\$3,900	-\$3,900	-\$3,900	-\$3,900	-\$3,900	-\$3,510	-\$2,730	-\$1,950	-\$1,170	-\$390	-\$46,800
Net Promotional Revenues																				
32. Net Promotional Revenues	Line 24 * Line 31	\$1,685	\$5,054	\$8,424	\$11,794	\$15,163	\$16,848	\$16,848	\$16,848	\$16,848	\$16,848	\$16,848	\$16,848	\$16,848	\$17,889	\$19,972	\$22,055	\$24,137	\$26,220	\$270,329
Total Revenues																				
33. Total Revenues	L13 + L17 + L32	\$0	\$2,594	\$7,781	\$12,968	\$18,155	\$23,342	\$26,653	\$28,688	\$30,224	\$32,360	\$34,195	\$36,031	\$37,866	\$40,743	\$44,661	\$48,579	\$52,498	\$56,416	\$534,251
Total Revenues less Revenue Requirement																				
34. Before Promotion	L13 + L17 - L9	\$0	-\$31,903	-\$30,250	-\$28,597	-\$26,946	-\$25,295	-\$23,646	-\$21,968	-\$20,302	-\$18,636	-\$16,971	-\$15,307	-\$13,644	-\$11,982	-\$10,321	-\$8,660	-\$7,000	-\$5,342	-\$316,761
Total Revenues less Revenue Requirement After Promotion																				
35. Promotion	Line 33 - Line 10	\$0	-\$30,219	-\$25,960	-\$20,304	-\$15,652	-\$10,803	-\$7,633	-\$6,142	-\$4,655	-\$3,171	-\$1,691	-\$214	\$1,259	\$3,770	\$7,318	\$10,863	\$14,404	\$17,941	-\$70,488

Notes:  
1) Assumed 0.5% monthly increase in revenue requirement to handle normal customer growth, and 1.0% with promotion.  
2) There are currently no customers with the 3Mb/7-384K service  
3) Data is for all ALLTEL companies except those covered by the NECA access tariff.  
4) Customer count and revenue requirement are forecasted for this service only.