

# **ATTACHMENT 22**

**Lexington-Fayette, KY  
MSA**

# EXHIBIT A

## Competitive Overview Matrix

Lexington-Fayette, KY MSA Competitive Overview  
 BellSouth Pricing Flexibility Petition for Switched Services

PUBLIC VERSION

W/C Name	WC CLLI	WC ZIP address	Res Locations	Sm & Med Bus Locations	Complex Locations	Total Locations	Competitors w/switch (S) or collo (C) serving BS WC	UNE Counts through 5/04	Ported Number Counts as of 5/04/04	Tgt Segment	% of all Locations w/i WC	% of Locations Trgtd by CLECs
Totals	8		7			35,033					35.6%	35.6%
GEORGETOWN - MAIN	GRTWKYMA	40324				12,101						
MILLERSBURG - MAIN FIFTH ST	MLBGKYMA	40348				640						
PARIS - CENTRAL OFFICE	PARSKYMA	40361				6,917						
SADIEVILLE - MAIN CHURCH ST	SDVLKYMA	40370				1,185						
STAMPING GROUND - MAIN HWY	STGRKYMA	40379				1,208						
WINCHESTER - MAIN	WNCHKYMA	40391				12,470				A	35.6%	35.6%
WINCHESTER - PILOT VIEW SCHOOLSVILLE RD	WNCHKYPV	40391				512						

Tgt Segment:  
 B=Small, Med, Complex Bus.  
 S=Small, Med. Bus.  
 C=Complex Bus.  
 R=Res.  
 A=All segments  
 5/4/04

# EXHIBIT B

## Competitive Switch Information

**CLEC Switch POIs / Nodes With NPA/NXXs Assigned to BellSouth Rate Centers  
Shown By MSA**

<b>MSA</b>	<b>Switch CLLI</b>	<b>Switch EQP TYPE</b>	<b>Switch State</b>	<b>Switch Node</b>	<b>Sw Node EQP TYPE</b>	<b>Sw Node State</b>	<b>Switch Node CLEC Name</b>
Lexington-Fayette, KY Metropolitan Statistical Area	WINCHKYMADS1	STO	KY	WINCHKYMADS1	STO	KY	CINERGY COMMUNICATIONS COMPANY - KY

# EXHIBIT C

## CLEC Marketing Strategies and Supporting Information

Lexington-Fayette, KY MSA CLEC Marketing Strategies BellSouth Pricing Flexibility Petition For Switched Services

CLEOs	Res.	Small & Med Bus	Complex Bus	General Comments	MSA
Cinergy Communicaitons	√	√	√	Cinergy Communications is a multi-faceted telecommunications company that provides residential, small/medium and complex business services. Source: <a href="http://www.cinergycom.com">www.cinergycom.com</a>	Cinergy Communications serve western Kentucky and North-central Tennessee according to their website.

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## Residential Products

As a multi-faceted telecommunications company that provides both telephone services and Internet access, including a wide variety of personalizable features and member benefits, we offer a variety of options to residential customers.

For more information about our residential services, select your area of interest at the left.

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## Winning in the game of business

Being successful in business means finding smarter and more efficient ways to communicate. Become a winner by simplifying and broadening your communications; your customers will work better with you, and your employees will work better for you.

We work closely with our customers to understand how they communicate both internally and externally. Our solution represents an investment in your business performance: growth, productivity, cost-reduction, quality and customer satisfaction.

We are focused on meeting your needs by offering you:

- An alternative provider of local phone service.
- A single, customer-focused resource for all your voice, data and Internet needs.
- One billing statement for all your voice, data, Internet and equipment needs.
- An account manager to establish and manage your account.
- Superior customer service.

For more information on our specific services, see our product pages.

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## Our Story

Cinergy Communications offers a complete line of communications services and products, including local service, long distance, Internet access, web hosting and telephone equipment. Our focus is to help both business and residential customers throughout Indiana, Kentucky, Tennessee and Ohio communicate more effectively.



Cinergy Communications, formerly Community Telephone, was born out of the merger of five companies located in southern Indiana and western Kentucky. They were Wright Businesses and Long Distance Management (Paducah, KY), Telemanagement Systems (Evansville, IN) and Network WCS (Evansville, IN), MarTech Communications (Bowling Green, KY) and Mercury Communications (Hopkinsville, KY).

These companies came together with the goal of collectively providing the cities they served a higher level of service with a local presence. During the last two years we've developed into a full-service, integrated communications company.

Our success then caught the attention of Cinergy Corporation, one of the nation's leading diversified energy companies. In May of 2001, we changed our name based on our affiliation with Cinergy Corporation to better reflect our core business strengths.

We are now unified under a new name, with a new look, but our management remains the same, as well as our commitment to serving Indiana, southern Ohio, western Kentucky and north-central Tennessee.

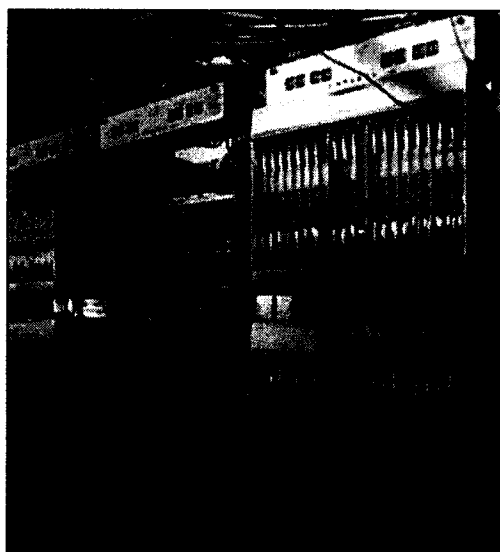
Our focus now includes an increased emphasis on research and development of new products and services. Our goal isn't simply to be the lowest-priced service, but to be the best service you can get for your money.

A strong past helps build a strong future. With three decades of industry experience, we've built a record that speaks of innovation and

vision. Among our accomplishments:

- First interconnect company (sells and services business telephone systems) in Paducah, KY -- 1969.
- First local company in our region to offer consumers a lower-cost alternative for long distance service -- 1982.
- First Internet Service Provider (ISP) in our region -- 1994.
- Pioneer in online transactional banking -- 1995.
- One of the first phone companies doing business following deregulation of local telephone service under the "Telecommunications Act of 1996."
- Industry leadership in software development for doing business over the Internet.
- Pioneer in IP Telephony -- 2003.

Our future is exciting and full of new endeavors. We are making decisions that will ensure the highest level of customer service, enhance the scope of the products and services we offer and help support the growth and future success of our customers.



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**Clarksville, TN**

**Evansville, IN**

**Franklin, TN**

**Hopkinsville, KY**

**Louisville, KY**

**Madisonville, KY**

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## Now you have a Choice!

Cinergy Communications now offers local telephone service that gives you our most popular enhancements for one low price.

- o **KEEP** your current phone number
- o **FREE** 60 minutes of long distance
- o **FREE** Caller ID with Name
- o **FREE** Call Waiting (with Caller ID)
- o **FREE** 3-way Calling
- o **NO FEE** to switch you over<sup>1</sup>



Click [HERE](#) for a list of frequently asked questions about our local phone service.

### Sign up now!

Sign up for local telephone service from Cinergy Communications right now through our completely secure sign-up wizard. Start by entering the telephone number you want to switch:

(       )       -

### Find out more...

Looking for more information about our local telephone service? Just enter the first six digits of your phone number, including your area code, to find out what services we offer in your area. (We do not record your number.)

(       )       -

XXXX

**If you do not currently have telephone service and need new service set up in your home, or if you need to add additional lines to your existing service, or have multiple lines to transfer, please call 1-866-304-7208 for details.**

**If you are switching from another telephone provider and have DSL service that you wish to keep, you cannot sign-up for service online. You must call 1-866-304-7208 to sign-up for telephone service with Cinergy Communications.**

Local service from Cinergy Communications is available for as little as **\$21.95<sup>2</sup> per month!** Yes, that price includes Call Waiting and Caller ID (with name), plus 60 minutes of free Long Distance calling each month and other service features.

With local service from Cinergy Communications, you can choose the package that best fits your needs and your budget!

<sup>1</sup> Most telephone companies charge a conversion fee to switch a customer to their service or switch away from their service (this is a fee that phone companies charge each other when customers change from one provider to another). Cinergy Communications will pay the fee

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for you when switching to our service. There may be situations where your home's telephone wiring must be moved from one provider's network (wiring) interface to another. All telephone wiring starting at interface (generally located on the side of your house) and traveling into your house is the responsibility of the homeowner. Cinergy Communications can provide wiring services to move your telephone wiring if necessary. Please call our Customer Service Department at 1-800-599-1000 for pricing and further details.

<sup>2</sup> Just \$21.95 per month for your first 6 months. Offer is for residential service only. Long distance in excess of sixty minutes is billed at 6.9¢ per minute. Local toll, taxes, and other regulatory fees are not included.

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