

New Wisconsin 534 area code

will share the same region as the existing 715 area code

To ensure a continuing supply of telephone numbers, the Public Service Commission of Wisconsin (PSC) has approved the addition of the 534 area code to the geographic region currently served by 715. This is called an Area Code Overlay.

HOW WILL THIS AFFECT ME?

Because of the addition of the 534 area code, all customers within the 715/534 area codes will need to dial the area code followed by the 7-digit telephone number when dialing all local calls. Please see the map inside for an outline of the 715/534 area code region.

WHAT IS THE DIALING CHANGE?

To complete local calls, the new dialing procedure requires callers to dial the full 10-digit telephone number. This means that all calls from the 715 area code that are currently dialed with 7 digits will need to be dialed using the **area code + 7-digit telephone number**.

However, long distance calls will remain the same. Callers need to dial **1 + area code + 7-digit telephone number** whenever placing a long distance call from the 715 or 534 area code.

WHEN WILL THESE CHANGES GO INTO EFFECT?

Effective **October 17, 2009**, you should begin using the new dialing procedure whenever you place local calls from the 715 area code. If you forget and use the old dialing procedure of dialing just 7 digits, your call will still be completed.

Beginning **July 17, 2010**, you must use the new dialing procedure for all local calls. After this date, if you do not use the new dialing procedure, your call will not be completed and a recording will provide instructions on how to redial your call.

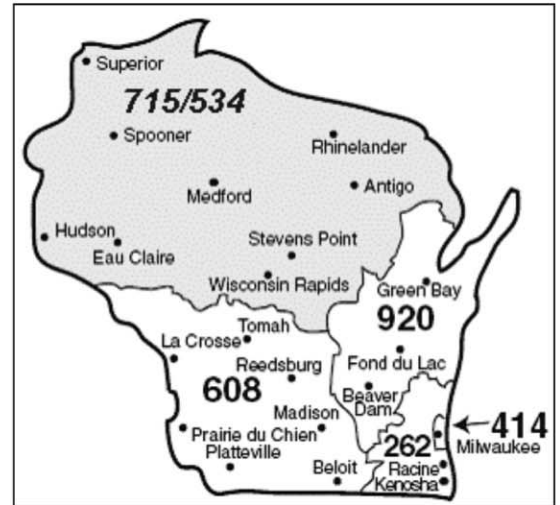
Beginning **August 14, 2010**, new telephone lines or services may be assigned numbers with the 534 area code.

WHAT WILL CHANGE?

- You will need to dial 10 digits (area code + 7-digit telephone number) for every local call.
- You may need to reprogram or upgrade your equipment if you use specialized communications equipment like a PBX, electronic telephone sets, auto-dial systems, or multi-line key systems in order to use the new dialing procedure.
- Some automatically dialed calls may require reprogramming to include the new dialing procedure. These calls may include: life safety systems, fax machines, Internet dialup numbers, alarm and security systems, speed dialers, call forwarding settings, voice mail services, and similar functions.
- Check your Web sites, business stationery, advertising materials, personal checks, contact information, and your ID tags to ensure the area code is included.

WHAT WILL REMAIN THE SAME?

- Your telephone number, which includes your area code, will remain the same.
- The price of a call, local and long-distance calling areas and other rates and services of your telecommunications provider will not change as a result of the Area Code Overlay. What is now a local call will remain a local call, regardless of the number of digits dialed.
- You will still dial just three digits to reach 911.
- If the 211, 311, 411, 511, 611, 711 and 811 numbers are currently available in your community or from your provider, you will still dial them with just three digits.



QUESTIONS?

If you have questions regarding any information provided in this notice, call 1-888-CALL-TDS or visit www.tdstelecom.com.

You can also visit the PSC Web site at <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>.