

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950549-TI
tariff filing to introduce) ORDER NO. PSC-95-0724-FOF-TI
Winback Promotional Offering by) ISSUED: June 19, 1995
Touch 1 Long Distance, Inc.)
(T-95-290 filed 5/8/95))
_____)

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK, Chairman
J. TERRY DEASON
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF

BY THE COMMISSION:

On May 8, 1995, Touch 1 Long Distance, Inc. (Touch 1 LD) filed a tariff to introduce a Winback Promotional Offering from June 6, 1995 through May 30, 1996.

Touch 1 LD is proposing to offer discounted rates to its First Touch customers. The Winback Promotion will offer customers a 50% discount off Touch 1 LD's basic DDD rates. The discount is applicable to the customer's total intrastate usage of First Touch, and is applied to a customer's account at the end of each calendar month in the form of a payment credit. The 50% discount will last for six (6) months. Thereafter, the customer is automatically enrolled in Touch 1 LD's Ultimate Advantage discount program. Touch 1 LD's Ultimate Advantage discount program is a variation of First Touch, which provides volume discount levels applicable to total intrastate usage. The Ultimate Advantage volume discounts vary from 10% to 30% based on total monthly usage.

The Winback Promotion has no special sign-up requirement. It excludes international, calling card and directory assistance calls and cannot be used in conjunction with any other Company discounts or service offering options.

Touch 1 LD proposes to run the Winback Promotion from June 6, 1995 through May 30, 1996 for a total of 12 calendar months. Because the promotional period extends beyond 90 days within a

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single year, a waiver of Rule 25-24.485 (1)(i), Florida Administrative Code is required. This rule restricts promotional offerings to 90 days per customer during any twelve (12) month period.

Upon consideration, we believe this tariff filing is appropriate. Further, due to the economic benefits this promotion will provide customers, we do not object to it extending beyond 90 days within a single calendar year.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that Touch 1 Long Distance, Inc. is granted a waiver of Rule 25-24.485(1)(i), Florida Administrative Code. It is further

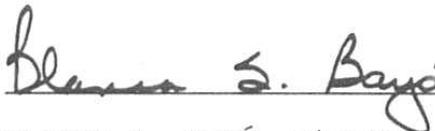
ORDERED that Touch 1 LD's tariff filing to introduce a Winback Promotional Offering from June 6, 1995 through May 30, 1996 is hereby approved. It is further

ORDERED that this tariff filing shall be effective June 6, 1995. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that if no protest is filed in accordance with the requirements set forth below, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 19th day of June, 1995.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

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