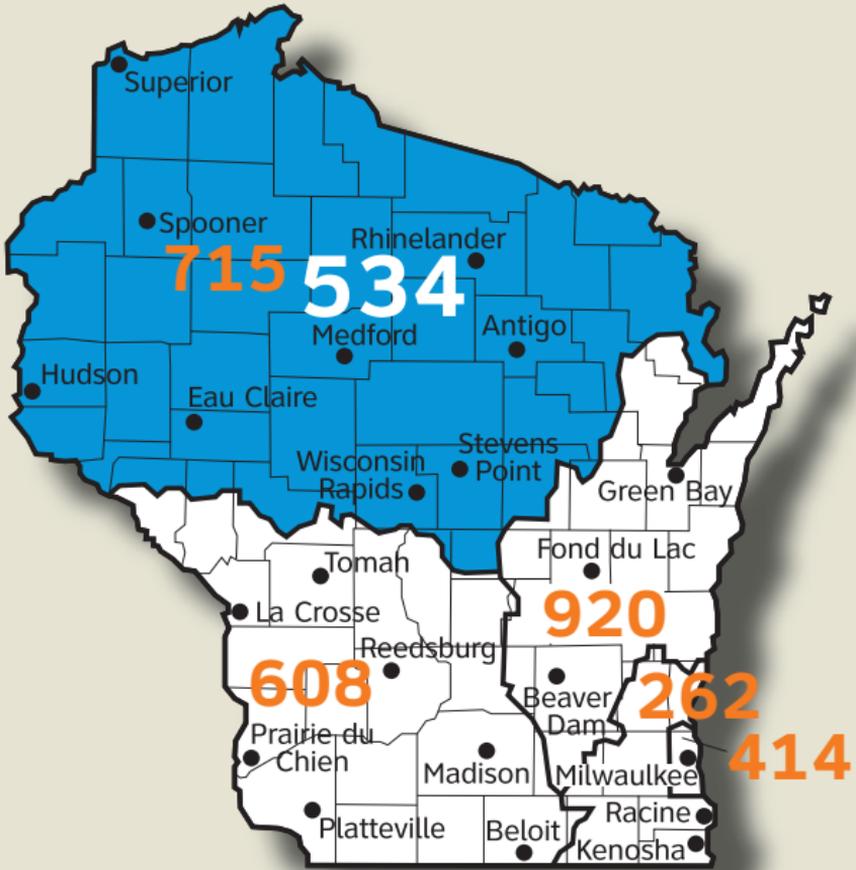


# Introducing Wisconsin's New Area Code 534



## New area code 534 will overlay the 715 area code region bringing 10-digit dialing to the region.

**You won't have to change telephone numbers.** The new 534 area code will be assigned only for new telephone numbers within the area code region. Therefore, you will not have to change your present number, but the way you dial in the 715 area code region will change.

Effective **July 17, 2010**, 10-digit dialing – the appropriate area code plus the seven-digit telephone number – will be necessary for local and expanded local calls to be completed. It will not be necessary to dial a "1" or a "0" when dialing your local and expanded local calls. Local calling areas and rates will not be affected by this change. Special services that use three-digit numbers, such as 911 and 411, as well as 1+ 10-digit long distance remain unchanged. If other three-digit numbers are currently available in your community or from your provider, such as 211, 311, 511, 611, 711 or 811, these will remain unchanged.

**Beginning October 17, 2009, you may dial using either seven or 10 digits to complete your calls. Start early using 10-digit dialing so it will be second nature by the time it is required on July 17, 2010.**

### What you should do to get ready for 10-digit dialing.

- Make sure your Web sites, stationery, advertising materials and checks include your area code. Since your area code remains the same, there is no need to reprint if these items already contain your area code.
- Update all stored local telephone numbers to include the area code for services such as call forwarding, call blocking and voicemail, and for equipment such as wireless phones.
- You may need to reprogram or upgrade equipment such as fax machines, dial-up modems, Internet connections, multi-line key or PBX systems, or any equipment with automatic dialing features.
- Customers who have security systems need to contact their vendor to determine reprogramming needs for 10-digit dialing.

If you have questions about Wisconsin's new area code, visit the Wisconsin Public Service Commission's Web site at <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>.

For assistance by phone residential customers may call **1.800.378.2222**, and business customers may call the customer service number provided in their AT&T phone bill. If you are hearing or speech-impaired and use a text telephone, please call **1.800.924.1973**.