



**OREGON PUBLIC UTILITY COMMISSION
(INTEROFFICE CORRESPONDENCE)**

DATE: February 12, 2015

TO: File through Bruce Hellebuyck 

FROM: Stephanie Yamada 

SUBJECT: United Telephone Company of the Northwest (United),
Advice No. 15-003, Establishes a promotion for the Pure Bundle.

I have reviewed this filing and recommend that an acknowledgement letter be sent. The filing went into effect February 6, 2015, and was filed February 4, 2015. This filing establishes a promotion for the Pure Bundle.

During the period February 6, 2015, through August 4, 2015, residential customers who request this promotion and subscribe to the Pure Bundle and the company's non-regulated High-Speed Internet may be eligible for a \$5.00 bill credit for 12 or 24 months.

To be eligible, the customer must agree to subscribe to the Pure Bundle and the company's non-regulated High-Speed Internet for either a 12 or 24 month term commitment. The *customer must also agree to subscribe to one* of the following qualifying services for either a 12 or 24 month term commitment: 1) a company affiliated Verizon Wireless calling plan; 2) a company affiliated DIRECTV programming package; 3) the company's non-regulated PRISM video service; and/or 4) the company's non-regulated home security Smart Home protection plan.

The initial bill credit will be reflected on the customer's first or second invoice following the customer's acceptance of this offer and will continue for the remainder of the term commitment thereafter. If a customer discontinues Pure Bundle, the company's High Speed Internet, or any of the four qualifying optional services prior to the end of the 12 or 24 month period, no additional credits will be applied to the customer's account.

In no event will the application of this credit be used in conjunction with any other credits to take the customer's billed amount below zero.

Pure Bundle is a package of services that includes a Local Exchange Access Line, the Outbound Call Block Feature, and a Non-Published Number. The bundle rate includes the monthly Subscriber Line Charge which would

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otherwise be \$6.50. The monthly recurring rate for the Pure Bundle package is \$15.00 for residential customers and \$30.00 for business customers.

Telecommunications utilities are allowed to promote the use of their services, under ORS 759.267, by offering a waiver of part or all of a recurring or nonrecurring charge, a redemption coupon, or a premium with the purchase of a service. In addition, under ORS 759.182, telecommunications utilities are allowed to file promotional rate schedules with the Commission that are concurrent with the effective date for promotion, but are required to price promotional services at prices that are not below the price that the service is sold to another carrier. Large telecommunications utilities are required, under OAR 860-026-0025, not to promote any regulated service for more than 180 days in any 12-month period. This filing complies with these requirements.

The company estimates that this filing would have a negligible annual revenue effect.

United15-003.PromoPureBundle