

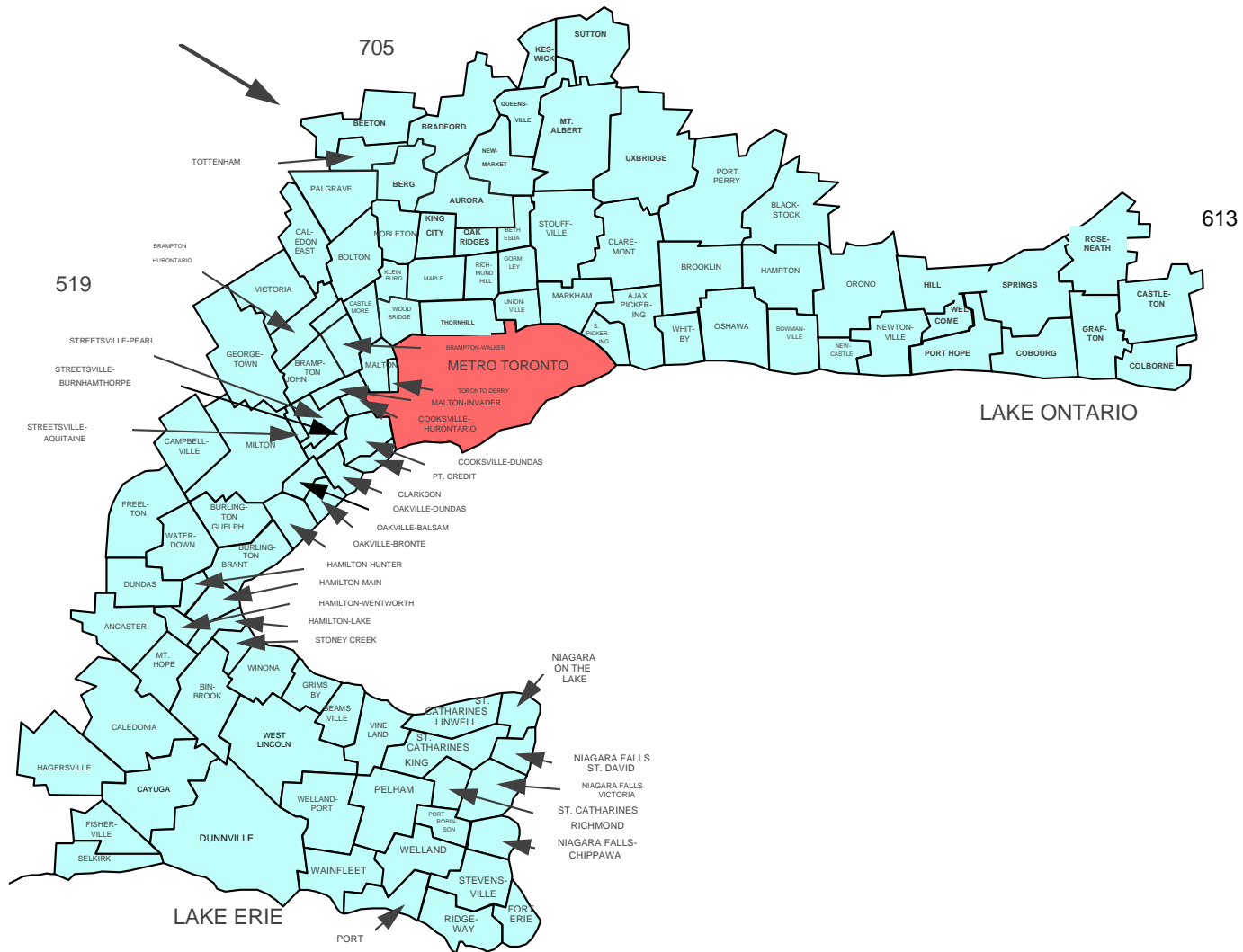
1996 APPROVED PLAN FOR NPA-416 RELIEF



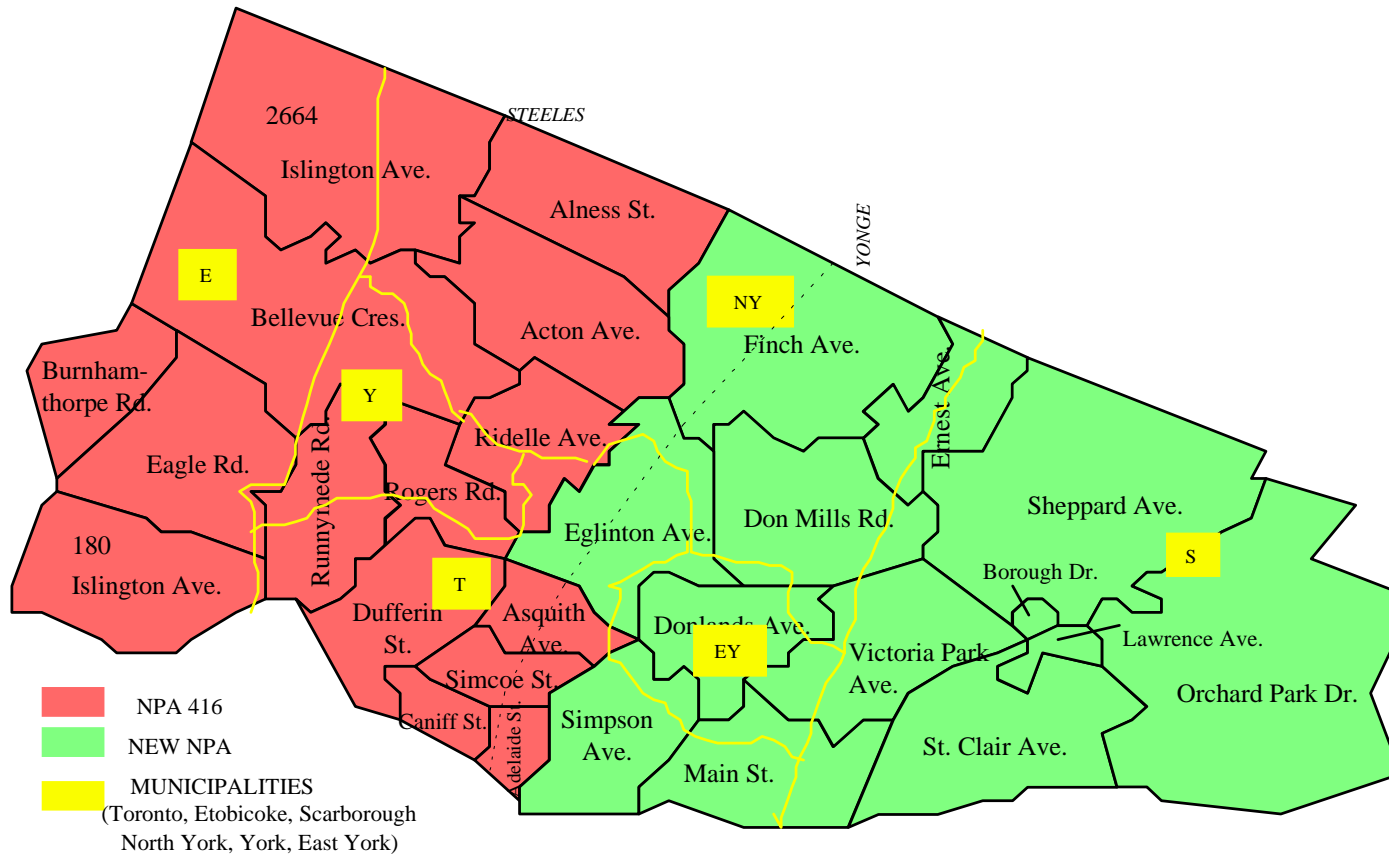
BACKGROUND

- In October 1993 NPA 416 was split between 416/905, Metro Toronto retaining 416 & all others changing to 905
- In March 1996 Bellcore forecast exhaust of 416 again, predicted to be April 2000
- Immediately Bell primed a series of Industry meetings to assess the best method to be used this time to relieve 416
- 4 alternatives were studied:
 - Geographic split (similar to previous 416/905 split)
 - Distributed overlay (a new NPA covering same area as 416)
 - Overlay for wireless only
 - Realigning boundaries with 905 (I.e. shrinking existing 416 area)

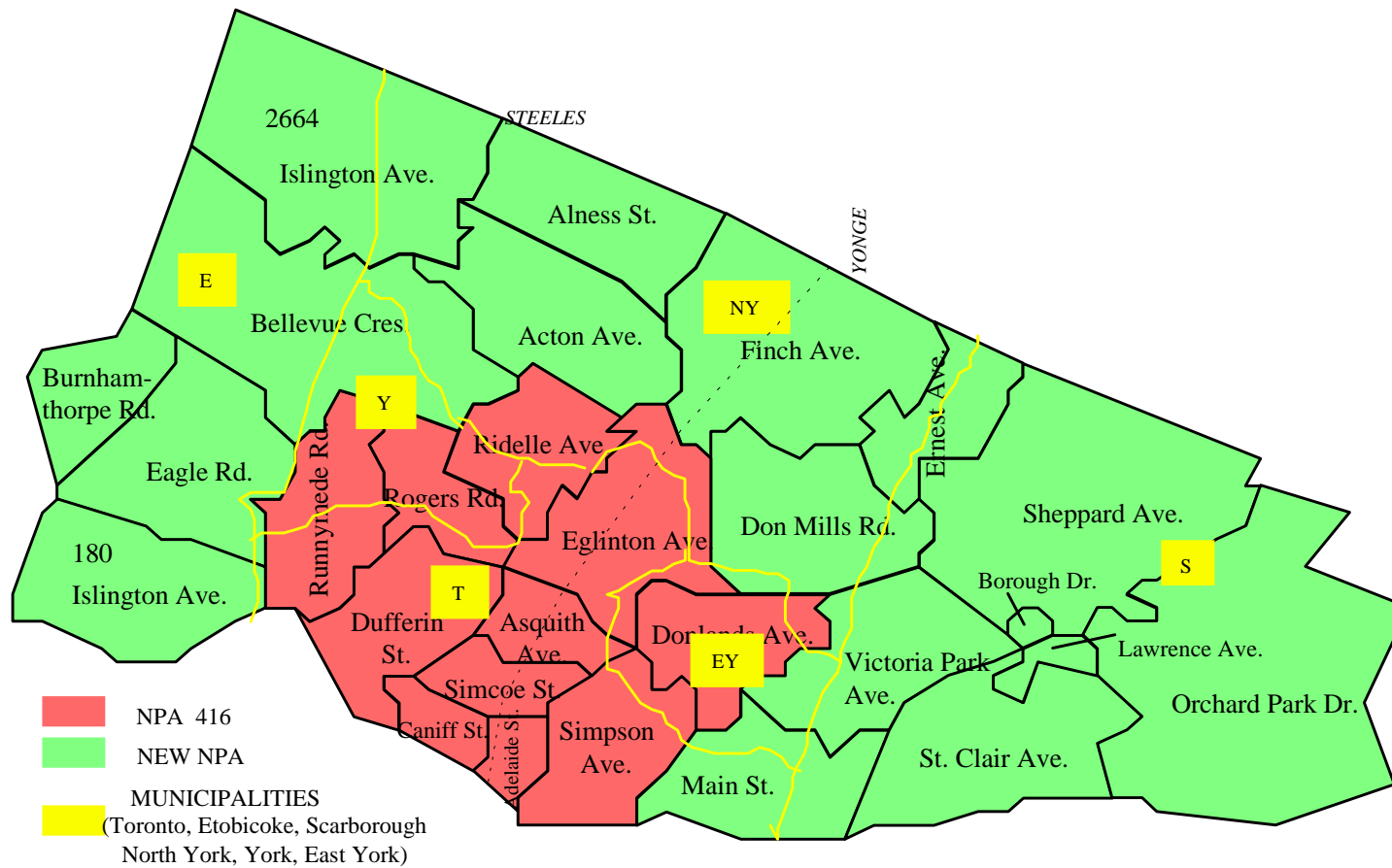
NPA's 416 & 905 TODAY



416 EAST/WEST SPLIT PROPOSAL



416 MUNICIPALITY SPLIT ALTERNATIVE



ALTERNATIVES

- Geographic split did not have any “natural boundaries” like the Metro boundary used in 1993. East/West & Core/Municipality splits were investigated.
- Unique NPA code for wireless was removed as an option because it is not a competitively neutral relief option.
- Realignment of 416/905 boundaries was also discarded as only 2 years relief would be attained before both NPA’s would exhaust again.
- The distributed overlay option was the Industry preferred option

REASONS FOR RECOMMENDING OVERLAY

- Least disruption to end users.
- Existing customers retain their current phone numbers (in split, 2.5M customers would have to take a number change).
- Only new numbers would be assigned in the new NPA.
- Overlay option less costly by \$14M from an industry standpoint compared to a split.
- Overlay provides longest period before relief is again required.
- Focus groups/phone surveys identified public's preference of overlay vs. split because they would retain their current phone numbers.

Industry consensus on Overlay Recommendation in October 1996

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