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**1. BLES LISTING SERVICES**

(C)

**A. General Provisions**

1. The alphabetical directory is an alphabetical list of customers, joint users and others for whom directory listings are provided. It is designed solely for the purpose of informing calling persons of the telephone numbers of customers and others listed therein. Accordingly, listings are intended solely for purposes of identification and are limited to information which is essential to such identification.
2. The information in this Paragraph 1 for directory listings applies to primary and BLES listings in the alphabetical directory. (C)
3. An alphabetical directory may include the listings for one or more exchange areas. More than one alphabetical directory may be included in directory book. In alphabetical directories selected by the Company, the pages are divided into two groups, one group of non-residence listings and one group of listings consisting solely of names of individuals.
  - a. Non-residence primary listings consisting solely of names of individuals will appear in both groups at no charge.
  - b. Non-residence additional listings consisting solely of names of individuals will appear in both groups without charge for the additional appearance.
  - c. Special types of additional listings will appear in both groups without charge for the additional appearance under the following conditions:
    - (1) Alternate listings, provided that they are indented under non-residence primary or regular additional listings that are listings consisting solely of names of individuals; and
    - (2) all other special types of additional listings, provided that they are listings consisting solely of names of individuals and are indented under non-residence primary or regular additional listings.
  - d. Residence primary or additional listings will appear in both groups without charge for the additional appearance, provided that they are indented under non-residence primary or regular additional listings consisting solely of names of individuals.
4. Special prominence or arrangement of names is not permitted nor is the listing of a service, commodity or trade name except when such service, commodity or trade name is a part of the name under which the listed party is doing business.

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**1. BLES LISTING SERVICES (cont'd)**

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**A. General Provisions (cont'd)**

5. The Company will refuse a listing which does not constitute a legally authorized or adopted name, or any listing which, in the opinion of the Company, is likely to mislead or deceive calling persons as to the identity of the listed party, or is intended for advertising purposes or to secure a preferential position in the directory or is more elaborate than is reasonably necessary to identify the listed party. The Company, upon notification to the customer, will withdraw any listing which is found to be in violation of its rules with respect thereto.
6. The length of any listing is limited by the use of abbreviations, where, in the opinion of the Company, the clearness of the listing and the identification of the listed party is not impaired thereby. Where more than one line is required to properly list the party, no additional charge is made.
7. In connection with non-residence service, a designation, i.e., an abbreviated descriptive term characterizing the listed party's business in a general way, may be furnished as part of the listing unless the character of the listed party's business is already apparent from the form of the corporate or time name, in which case the designation is unnecessary and is not furnished.
8. The form of listings must conform to the Company's specifications with respect to its directories.
9. Listings are regularly provided in connection with exchange service of all classes, grades and types, except dormitory individual lines and Centrex dormitory station lines.
10. A Business Customer may list a different telephone number in the Company's Directory Assistance Records than the number listed in the Directory; provided the Business Customer or its representative; 1) has entered into a separate agreement with the Company to list a different telephone number in the Company's Directory Assistance records; 2) complies with the Company's rules for such listings; and 3) has a local telephone number that the Business Customer will continue to answer. The Company reserves the right to reject such requests or remove such numbers from its Directory Assistance Records at the Company's reasonable discretion. The Business Customer or its representative may not list a different telephone number in the Company's Directory Assistance Records, if in the Company's reasonable opinion: the use of such number could potentially mislead or deceive the public; the Business Customer does not have the right to use such number; or, use the number by the Business Customer does not comply with applicable law or regulations. The Business Customer assumes full responsibility concerning the right to use the telephone number and the Company does not undertake to determine the Customer's legal, contractual or other right to use the telephone number. The Business Customer will indemnify, defend, and hold harmless the Company from any claims, lawsuits, costs, damages, judgments, liabilities, losses or expenses, including reasonable attorney fees, that arise from the Business Customer not having the right to use the telephone number, not complying with applicable law and regulations, or misleading or deceiving the public in any manner.

**B. Primary BLES Listings**

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1. One listing without charge, termed the primary listing, is provided for each call number in connection with exchange service. In cases where two or more non-residence services are arranged in a group of rotary numbers, all of such numbers so arranged are identified by but one call number.

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**1. BLES LISTING SERVICES (cont'd)** (C)

**B. Primary BLES Listings (cont'd)** (C)

2. A call number is the telephone number designation with which a customer's service is identified.
3. One primary listing is provided for each joint user.
4. Public telephones and dormitory service are not listed in the directory.
5. The primary listing is ordinarily the name of the customer or joint user, or the name under which a business is regularly conducted. Where the service is contracted for by one party for the use of a second party, the primary listing may be the name of the second party.

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**1. BLES LISTING SERVICES (cont'd)** (C)

**B. Primary BLES Listings (cont'd)** (C)

6. A dual name listing is comprised of a surname, two first names, an address and telephone number. This listing may be provided as the primary listing associated with residence service for two persons who share the same surname and reside at the same address or for a person known by two first names.

**C. Other Listings** (C)

Additional, private, and semi-private listings are provided under the rates, terms, and conditions detailed in the AT&T Ohio Guidebook. (N)  
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Issued: May 19, 2011

Effective: May 19, 2011

In accordance with an Order issued by the Public Utilities Commission of Ohio, dated October 27, 2010,  
Case No. 10-1010-TP-ORD.

By Thomas C. Pelto, President, Cleveland, Ohio

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