

**Cellco Partnership d/b/a Verizon Wireless
DT 10-211 Prehearing Conference & Tech Session
Wed Oct 27 2010 - 1:30 PM EDT**

Cellco Partnership d/b/a Verizon Wireless respectfully requests this Commission's timely approval of the Industry's recommended relief plan for the 603 area code to alleviate the exhaust of 603 numbering resources, and to ensure that New Hampshire consumers continue to have their choice of carrier, products and services without disruption. Specifically, Verizon Wireless requests that this Commission issue an order approving the Industry's consensus recommendation for an all-services overlay and the industry's recommended 17-month implementation interval.

The state of New Hampshire is served by the single 603 area code and thus the Commission's decision for relief impacts every consumer and business in the state. An all-services overlay is the superior option for *all* consumers and businesses because it offers significant advantages as compared to a geographic split including:

- No consumers with numbers in the 603 area code have to change or "give back" their telephone numbers;
- All consumers and businesses within the state are treated equally and there are no perceived "winners" or "losers" as there are with a geographic split;
- No consumers or businesses have to endure the costs and inconvenience of changing stationery, business cards, advertisements and signage to reflect their new number, a significant concern in general, but especially in today's economic climate;
- No businesses risk the loss of former customers who are no longer able to find them because of the forced number change resulting from a geographic split;
- There is no "flash cut" with an overlay; New numbering resources are assigned only as needed.

For these reasons, Verizon Wireless respectfully requests this Commission adopt the Industry's recommended relief plan, an all-services overlay, and the recommended 17-month implementation interval for relief in the 603 area code.

