



PLAINVIEW TELEPHONE

SINCE 1903

NOTICE OF RATE INCREASE

7-12-10

Dear Subscribers,

You recently received a bill insert regarding an increase in Plainview Telephone Company's residential local telephone service. Please disregard that insert as it did not contain complete information or adequate timing for the process. Please regard this letter as formal notification of Plainview's proposed increase to residential local telephone rates.

Several years ago the State of Nebraska Public Service Commission set the statewide benchmark rate for residential local telephone service at \$19.95 per month. While Plainview has avoided raising the rate to that amount through various operating efficiencies, the continued increase in technology, materials, and other operating costs to Plainview makes it necessary for the company finally to raise its rate to the state benchmark. While Plainview regrets having to take this action, it is important to note that rates at the Plainview Telephone Company have been unchanged for over a decade and even now will rise much less than the cost of living over this period and also much less than other utilities. Residential telephone rates have not been changed since 1999, and business telephone rates will not change even now.

All affected subscribers of Plainview Telephone Company are hereby notified of Plainview's intent to increase residential rates effective November 1st, 2010. A public informational meeting to provide further details and allow subscribers to ask questions will be held Monday, August 16, 2010 at 7:00 PM at the Plainview Community Building located at 302 W Locust Ave in Plainview, Ne.

Present and proposed rates by class of service are as follows:

Class of Service	Present	Proposed
Residential	\$17.50	\$19.95

All affected subscribers are hereby notified that if you oppose the implementation of the proposed rates, you have the right, as an affected customer, to petition the Nebraska Public Service Commission for a review of the proposed rate increase. Commission review of the proposed rates will occur if proper petitions signed by at least five percent (5%) of the affected subscribers are received by the Commission. Since 716 Plainview customers will be affected by the increase, at least 36 must sign and file petitions with the Commission for Commission review to occur. Each petition is required to include the name of the customer, the signature of the customer, and the telephone number of the affected customer. Pursuant to Nebraska law, any petition must be submitted to the Commission no later than October 15, 2010. For more information or to obtain a petition form, contact the Nebraska Public Service Commission at 402-471-3101 or 1-800-526-0017, or visit the Commission's website at www.psc.nebraska.gov.

Plainview Telephone appreciates the opportunity to be your communication services provider. We will continue striving to keep your communication costs as low as possible as well as maintaining the high quality of communication services that you have come to expect from us by providing you with access to the most advanced communication services available anywhere in the world. If you have any questions about this notice, please call us anytime during regular business hours at 402-582-4242.

Sincerely,

Plainview Telephone Co.
Keeping family and business connected through the Power of Fiber