Wisconsin 715 Area Code Overlay Information

To: All employees

What: Questions may come up regarding the overlay of the new 534 area code in the current 715 area.

When: Area Code + Seven-Digit Number Dialing begins for all customer lines with 715 telephone numbers starting on July 17, 2010.

Action Item: See details below.

Who Will be Affected?
The new 534 area code will serve customers in the same geographic region as the current 715 area code, that generally covers communities such as Ashland, Eau Claire, Hayward, Hurley, Marinette, Medford, Niagara, Rhinelander, River Falls, Stevens Point, Superior and Wausau. This is known as an area code overlay.

What Will be the New Dialing Procedure?
To complete calls from a landline phone, the new dialing procedure requires callers in those locations to dial the area code + telephone number. This means that all calls in the 715 area code that are currently dialed with seven digits will need to be dialed using the area code + telephone number.

Beginning July 17, 2010 the customer must use the new dialing procedure for all calls. After this date, if customers do not use the new dialing procedure, their call will not be completed, and a recording will instruct them to hang up and dial again.

Beginning August 14, 2010 new telephone lines or services in that area may be assigned numbers with the 534 area code.

What Will the Customer Need to Do?
In addition to changing their dialing procedure, all services, automatic dialing equipment, or other types of equipment that are programmed with a seven-digit number must be reprogrammed to use the new dialing procedure. Some examples are life safety systems, fax machines, Internet dial-up numbers, alarm and security systems, gates, speed dialers, call forwarding settings, voicemail services, and similar functions. Customers may also want to check their business stationery or advertising materials to ensure the area code is included.

What Will Remain the Same?
. The customer’s telephone number, including current area code, will not change.
. The price of a call, coverage area, and other rates and services will not change due to the overlay.
. What is now considered a local call now will remain a local call regardless of the number of digits dialed.
. You can still dial just three digits to reach 911, as well as 211, 311, 411, 511, 611, 711 and 811.

Who May The Customer Contact with Questions?
If the customer has questions about Wisconsin new area code, visit our Web site at att.com/areacode. For assistance by phone, please call AT&T at the toll-free customer service number on your bill. If you are hearing or speech-impaired and use a text telephone, please call 1.800.924.1973.