

From: It's PAT
Sent: Friday, January 26, 2001 2:41 PM
To: All Birch Employees
Subject: Buddy is off his Leash...

...and heading for BellSouth's backyard! The Southwestern Bell fence couldn't contain us, and now Birch is selling in three BellSouth markets! The frisky, friendly pup is stirring up sales in Atlanta and Augusta, Georgia and Nashville, Tennessee. The sales team started in December, and we're already seeing results. As of January 19, sales convinced 262 customers to fire BellSouth. They've placed orders for 731 Birch lines, 60% of which took our long distance service. The new Provisioning Center on the 4th floor of Pershing has converted 196 customers and 418 lines.

Stats by State as of January 19:

Tennessee:

67 customers
236 lines ordered
54% LD take rate
166 lines converted

Georgia:

129 customers
495 lines ordered
65% LD take rate
252 lines converted

Limited advertising has begun with a full advertising launch starting in the next few weeks. We're using the same campaign that was so successful for our Southwestern Bell launches. For ad samples (including our cool TV spots), check out PAT.

On the first of February, sales will be opening offices for wave two (limited production) in Birmingham, Mobile and Montgomery, Alabama along with Memphis, Chattanooga and Knoxville, Tennessee. Then the south will really see what this young pup of a phone company can do!

For more details, go to the BellSouth page on PAT: <http://pat>.