



Press Release  
For Immediate Release

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## **MANDATORY 10-DIGIT DIALING PROCEDURE TO DEBUT IN THE 715 AREA CODE**

**Residents and Businesses Prepare for Area Code Overlay;  
Current 715 Phone Numbers to Keep Area Code**

Residential and business customers within the existing 715 area code should be prepared for the introduction of the 534 area code. Solarus announced today that as of July 17, 2010, all customers located in the 715 area code will be required to dial the area code + seven-digit number (10-digit dialing) when making local calls from both landline and wireless phones.

The Public Service Commission of Wisconsin ordered an overlay of the 715 area code to ensure that businesses and consumers continue to have access to telephone numbers from their carrier of choice. An area code overlay occurs when another area code (e.g., 534) is added to the same geographic region served by an existing area code (e.g., 715). An overlay does not require any existing customers to change their area code or telephone number. However, when two area codes serve the same region, callers are required to change the way they dial local calls.

The most important facts that consumers and businesses need to know about the upcoming 534 area code overlay are:

- Beginning on **July 17, 2010**, customers in the 715 area code must use the new 10-digit dialing procedure for all local calls. After this date, local calls made without the area code will not complete and a recording will instruct callers to hang up and dial again.
- The dialing procedure for long distance or operator assisted calls will not change.
- All customers with a 715 area code telephone number today **will keep** the 715 area code for that number.

- Phone numbers with the new 534 area code may be assigned after August 14, 2010.
- The price of a call, local and long-distance calling areas and other rates and services of your provider will not change as a result of the area code overlay. What is a local call now will remain a local call regardless of the number of digits dialed.
- You will still dial three digits to reach 911. If 211, 311, 411, 511, 611, 711 and 811 are currently available in your community, or from your provider, you will still dial them with just three digits.

In addition to changing their local dialing procedure, customers in the 715 area code will need to reprogram their automatic dialing equipment and any other equipment that is currently programmed to dial a 7-digit local number. These devices need to be reprogrammed with the new 10-digit dialing procedure prior to **July 17, 2010**. Examples of programmed equipment and features include: PBX systems, life safety systems, fax machines, Internet dial-up numbers, alarm and security systems, gates, speed dialers, call-forward settings, voice mail and similar services .

For more information, please visit <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>. If customers have any questions regarding information provided in this release, please call Solarus at the customer service number on your bill.