

**CELLULAR SOUTH LICENSES, INC.**

**FINAL E911 REPORT**

**NOVEMBER 1, 2007**

Cellular South was directed by the Commission to file status reports every February 1, May 1, August 1 and November 1, until December 31, 2007. Accordingly, Cellular South hereby submits its final report.

**1. The number and status of Phase II requests from Public Safety Answering Points**

Within the wireless service area of Cellular South Licenses, Inc. (“Cellular South”), there are a total of 200 PSAPs. Of those 116 have requested Phase II services, and 104 of those PSAPs have become capable of receiving and utilizing Phase II data. Cellular South is delivering Phase II data, and it is being processed by all one-hundred and four PSAPs.

A PSAP in Choctaw County, Mississippi requested Phase II service on October 11, 2007. Three PSAPs in Lauderdale County, Mississippi requested Phase II service on October 15, 2007. A PSAP in Warren County, Mississippi requested Phase II service on October 23, 2007.

**2. The dates on which Phase II service will be available to PSAPs served by Cellular South’s wireless network**

Cellular South began to deliver Phase II data to two Pike County, Mississippi PSAPs on August 20, 2007. Cellular South began to deliver Phase II data to a PSAP in Leflore County, Mississippi on September 7, 2007. Cellular South began

to deliver Phase II data to two PSAPs in Grenada County, Mississippi on October 15, 2007. Cellular South began to deliver Phase II data to a PSAP in Covington County, Mississippi on October 17, 2007.

### **3. The status of coordination efforts with PSAPs for alternative 95% handset penetration dates**

Cellular South has informed the PSAPs that it has reached the 95% benchmark.

### **4. Efforts to encourage customers to upgrade to location-capable handsets**

Cellular South continues its advertising campaign to encourage customers to adopt upgraded handsets. Ads target TDMA and analog customers with special offers on the trade-in of their old handsets for location capable handsets. Promotional offerings include a free phone for switching to the CDMA system. Promotions for phones with cameras, ringtones, color screens and other features are also used to lure customers into upgrading their handsets. The campaigns advertise the safety and coverage advantages of the CDMA system. Special offers are disseminated by direct mail, text messaging and radio/tv ads.

### **5. The percentage of customers with location-capable phones**

As of October 30, 2007 approximately 97.0% of Cellular South's subscribers were using Phase II location-capable handsets.

### **6. Status in achieving compliance and whether Cellular South is on schedule to meet its revised 3/29/07 deadline**

Cellular South timely met the goal of a 95% rate of penetration for location capable handsets on November 27, 2006 when a rate of 95% was measured.

Cellular South maintains its policy of selling and activating only location-capable

digital handsets. It continues to promote the CDMA network facilities and to conduct marketing campaigns to encourage consumer adoption of new handsets.