

As a small business looking for any competitive marketing advantage we can gain over other public, multi-national corporations, we spent the time researching where we may obtain this edge. One such opportunity that came to our attention was the release of the new 855 toll free prefix and we felt this would provide a level playing field opportunity to gain a vanity, marketing telephone number on par with the many multi-nationals. It has been brought to our attention that several large firms who are in the business of reserving and hoarding these numbers will destroy this opportunity by sitting on phone numbers they have no intention of putting into service anytime in the near future. Rather, they will sit on the number until they can score a large winfall from another multi-national corporation that will be able to afford their high fees for the purchase of these vanity numbers.

In contrast, a small business such as ourselves would immediately put the phone number into service and hopefully see an immediate to our brand.

As such, we really need a temporary daily cap on the amount of 855 numbers that can be taken per day, to prevent a few vanity number businesses from hoarding a huge amount of the 855 numbers that real customers need to build their businesses. This would greatly level the playing field between the large multinationals and the agile small businesses who have taken the time to research and plan for the 855 rollout by forcing the vanity number businesses to more selectively chose what numbers they attempt to reserve at the outset rather than allowing them to simply cast a massive net and reserve them all.

Thank you for your consideration in this matter.