

July 19, 2011

Marlene H. Dortch, Secretary
Federal Communications Commission
1445 12th Street, SW
Washington, DC 20554

Re: Ex Parte Presentation – WC Docket No. 09-197

Dear Secretary Dortch:

On June 18, 2011, Dennis Henderson, Chief Executive Officer and Founder, Boomerang Wireless, LLC ("Boomerang"), and Jim Balvanz, Chief Financial Officer, Boomerang, both by telephone; and Michael Donahue and the undersigned of Helein & Marashlian, LLC, met with Divya Shenoy and Jamie Susskind of the FCC's Telecommunications Access Policy Division of the Wireline Competition Bureau to discuss Boomerang's pending petition for designation as an Eligible Telecommunications Carrier ("ETC") in Alabama, Connecticut, Delaware, the District of Columbia, New Hampshire, New York, North Carolina, Tennessee, and Virginia.

During the meeting, we distributed the attached presentation, which provides background information on Boomerang and describes its current and proposed prepaid wireless service offerings. In addition, the representatives of Boomerang updated staff regarding Boomerang's proposed Lifeline service offerings, and confirmed that if designated as an ETC, it will offer two Lifeline service packages: one that offers eligible subscribers 250 free voice airtime minutes, and a second package that offers subscribers a bundled service offering including 100 free voice airtime minutes, 100 free text messages and free 20 MB of data. The representatives of Boomerang described its plans for verifying subscriber eligibility, and confirmed that it will adopt a 60 day inactivity policy consistent with the Commission's recent Lifeline reform. The representatives of Boomerang also confirmed that its proposed Lifeline service will include a free basic handset with the option for subscribers to upgrade to other devices with different feature sets for an additional fee, and confirmed that its service will include no activation fees. Finally, the representatives of Boomerang discussed Boomerang's facilities and its provision of operator and directory assistance, and discussed its proposed wireless broadband Internet access service.

Should you have any questions or require any additional information, please contact the undersigned directly.

Respectfully Submitted,

/s/

Joanna I. Georgatsos
Counsel for Boomerang Wireless, LLC

HELEIN & MARASHLIAN, LLC

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Enclosure

cc: Jamie Susskind (jamie.susskind@fcc.gov)
Divya Shenoy (divya.shenoy@fcc.gov)



BOOMERANG, LCC



Company Overview

July 2011



Ready Wireless, LLC

Wholly owned subsidiary of HH Ventures, LLC
Located in Cedar Rapids, Iowa
Established in 2004 & Privatized Jan 2008

Services

Prepaid wireless & broadband
Handset procurement and fulfillment
Unlocked GSM and CDMA equipment
Accessories
Billing solutions

Brands





In addition to the prepaid market, our team has experience in a variety of business arenas. This expertise along with sensible business practices has enabled us to build strong partner and retail relationships while building an attractive offer for both consumer and retail chains:

EXPERTISE

- Mergers and Acquisition
- Retail Marketing and Database Management
- International Customer Service/Call Center Design
- Worldwide Telecommunications
- Prepaid / POSA / Chain distribution

STRONG PARTNERS

- POSA processors
- Sprint
- Equipment providers

NATIONWIDE DISTRIBUTION

- Handsets found in over 30,000 retail locations
- Airtime distributed in 70,000+ locations in all 50 states and US territories

Become the leading prepaid wireless retail partner through:

Unique product offering designed specifically for chain retail distribution through affordable handsets and airtime

Value-added benefits such as text marketing and shipper promotions

Outstanding customer service/account management through auto replenishment and store-level activation reporting

New and innovative solutions designed to address a changing marketplace





**POSA designed
prepaid wireless
program offering
affordable
handsets and
airtime refills.**



**Trumpet Mobile
Prepaid wireless
program featuring a
flat domestic &
FREE international
rate plan!**



**Ready Broadband
National prepaid
internet card and refills
for on-the-go
mobile laptop users.**



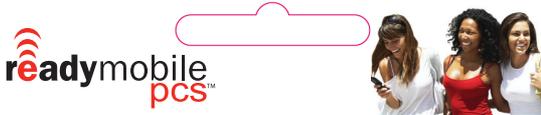
Refurbished/Recycled & Tree Friendly

Over 150 million cell phones are disposed of annually in the US. That's 426,000 handsets a day. Cell phones contain toxic materials such as lead,

mercury, beryllium, arsenic, cadmium, and antimony. At Ready Wireless, we're proud to carry only earth-friendly products. All of our handsets and accessories are refurbished back to factory standards through our proprietary processes, keeping excess handsets out of the landfills each month.

READY MOBILE PCS - UNLIMITED





PICK YOUR RATE & PICK YOUR PLAN*

RATE PLAN	UNLIMITED Unlimited Domestic Calling & Unlimited Text Messages. All Day, Everyday.	OR	UNLIMITED NIGHTS & WEEKENDS UNLIMITED Nights & Weekends talk, as long as peak minutes remain on phone. TEXTING \$0.10 PER TEXT.
\$9.99[^]	3 DAY Unlimited Domestic Talk & Text	OR	7 DAY 30 Peak Minutes
\$14.99[^]	7 DAY Unlimited Domestic Talk & Text	OR	10 DAY 60 Peak Minutes
\$30.00	14 DAY Unlimited Domestic Talk & Text	OR	30 DAY 140 Peak Minutes

*CHOOSE YOUR PLAN WHEN YOU ACTIVATE YOUR PIN.

ADDITIONAL AIRTIME RATE PLANS

\$50	UNLIMITED 30-DAY 30 Days of Unlimited Domestic Calling & Unlimited Text Messages
\$5	\$5 = 50 UNITS 1 UNIT = 1 TEXT OR 1 TALK DOMESTIC MINUTE 10 DAY EXPIRATION - NOT AN UNLIMITED PLAN

The Ready Mobile PCS prepaid wireless offer was designed for POSA retail distribution. The attractive product features, nationwide calling area and affordable unlimited calling plans that fit the budget of value seeking buyers. Plus, they'll love the freedom and flexibility of prepaid with no contract, no credit check and no monthly bills!

HIGHLIGHTS

- Unlimited, all day, all night, every day
- Multiple denominations to fit all your calling needs
- Earth-friendly - Refurbished/recycled handsets
- Powerful handset line up: Advanced and Premium models
- Two Price Points: Advanced \$30 and Premium \$50

7 DAYS FREE

7 Days of Unlimited Domestic Talk & Text FREE with Mail-In Airtime Coupon.



We are proud to introduce Trumpet Mobile, our exciting new brand designed specifically for POSA retail distribution. Features include an exclusive Family Share Plan and competitive international and flat domestic rates with two different plans allowing customers to choose the plan that's right for them!

HIGHLIGHTS:

- Flat domestic rate
- Refurbished/Recycled & Tree Friendly
- Family Share Plan
- Free international calls to the following countries*:

Australia, Mexico**, Canada, Columbia, Germany, Ireland, Italy and United Kingdom PLUS FREE calls to: Argentina, Belgium, Brazil, Chile, China, Cyprus, Denmark, France, Greece, Guam, Hong Kong, Hungary, Israel, Malaysia, New Zealand, Norway, Poland, Portugal, Puerto Rico, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand & US Virgin Islands.*

Rate Plans	10¢ Plan	Basic Plan
Domestic Rate	10¢/min	20¢/min
Family to Family Rate	10¢/min	10¢/min
Daily Access Fee Only days you use your phone	50¢	0¢
Text Messaging	5¢ each	10¢ each

Prepaid Rates
No Contract
Tarifas Prepagadas
Ningún Contrato

10¢
Per Minute*
Por Minuto*

Text Messages
Domestic or International
Mensajes de Texto
Doméstico o Internacional

5¢
Per Message
Por Mensaje

www.trumpetmobile.com

FREE CALLS TO MEXICO**
Llamadas Gratis a México**
Guadalajara, Mexico City, Monterrey and Tijuana only
*Standard airtime rates apply

*Daily access fee of \$3.50 (only on days you use the phone)
**Ti acceso diario de \$3.50 los días que uses el teléfono
Sede Guadalajara, México D.F., Monterrey y Tijuana
**Aplican las tarifas estándar de tiempo de aire

*Standard airtime rates apply to all international calls. Service and pricing subject to change. For additional country rates, visit us at www.trumpetmobile.com. ** Guadalajara, Mexico City, Monterrey & Tijuana only.

HANDSETS



GOOD

Features:

Full Color Display, Text Messaging, Camera, Bluetooth



BETTER

Features:

Full Color Display, Text Messaging, Bluetooth, Camera, Music, Data, Video, Memory Card Slot

BEST

Features:

Touchscreen, Full Color Display, Text Messaging, Camera, Bluetooth, Music, Data, Video, Memory Card Slot





HIGHLIGHTS:

- First to market
- No contracts. No bills. No minimum.
- Leverage Ready Mobile's prepaid expertise/relationships

Utilizes the Sprint wireless and broadband network

Appeals to new demographics for POSA

- Business Travelers
- Vacationers
- Truckers
- Soccer Moms
- College Students



MOBILE BROADBAND ACCESS RATES

\$25	\$45	\$75
600 MB	2 GB	4 GB