

August 3, 2012

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
The Portals  
445 12th Street, S.W.  
Washington, D.C. 20554

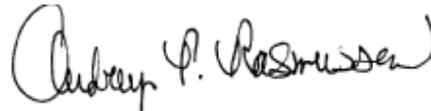
Re: Election Regarding Participation in the CMAS, PS Docket No. 08-146  
Sims Company d/b/a Page One Northwest.

Dear Ms. Dortch:

This notification is filed on behalf of Sims Company d/b/a Page One Northwest (“Sims Company”) and pursuant to the Third Report and Order in PS Docket No. 07-287. Sims Company hereby notifies the Commission that it has elected not to participate in the Commercial Mobile Alert System “CMAS”) due to the additional costs incurred by this program. It had intended to notify the Commission in September 2011; however, the press of its business distracted Sims Company and the notification was not filed at that time. If there are any questions in connection with this notice, please direct them to this office.

Respectfully submitted,

SIMS COMPANY D/B/A PAGE ONE  
NORTHWEST



Audrey P. Rasmussen  
Its Attorney

APR:gln

cc: Thomas.Beers@fcc.gov  
Timothy.May@fcc.gov

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