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September 7, 2012

VIA ECFS

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Boomerang Wireless, LLC Compliance Plan; WC Docket Nos. 09-197, 11-42

Dear Ms. Dortch:

On August 8, 2012, the Wireline Competition Bureau (“Bureau”) approved the Compliance Plan filed by Boomerang Wireless, LLC (“Boomerang”) on March 1, 2012 and last revised on July 26, 2012.¹ In its Compliance Plan, Boomerang identified a d/b/a of Ready Mobile. However, Boomerang has decided to market its Lifeline services under the brand “enTouch Wireless.” Separately branding Lifeline services is common practice in the market.²

Although the enTouch Wireless brand will be used to market Boomerang’s Lifeline services, the service will be provided by Boomerang Wireless, LLC as the eligible telecommunications carrier (“ETC”) once Boomerang’s ETC applications are granted. In addition, Boomerang will comply with all applicable rules, including Section 54.405(d) requiring that ETCs disclose the name of the ETC on all materials describing the service.³ Therefore, customers will be notified that the enTouch Wireless services are provided by Boomerang Wireless, LLC as the ETC.

¹ See *Wireline Competition Bureau Approves the Compliance Plans of Birch Communications, Boomerang Wireless, IM Telecom, Q Link Wireless and TAG Mobile*, WC Docket Nos. 09-197, 11-42, Public Notice, DA 12-1286 (Aug. 8, 2012).

² For example, the Virgin Mobile Lifeline service is branded as Assurance Wireless and TracFone Wireless, Inc.’s Lifeline service is branded SafeLink Wireless.

³ See 47 C.F.R. § 54.405(d).

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This letter is being filed electronically for inclusion in the public record of the above-referenced proceedings. Please contact the undersigned with any questions.

Respectfully submitted,



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