## SECTION 5. CONTRACT SERVICES (Cont'd.)

### 5.18 Brand Equity Service III

Brand Equity Service III is a switched/presubscribed telecommunications service offering combining inbound, outbound and travel card services to designated brand equity participant(s). This service offering is to be branded or co-branded under the trade and/or service marks owned by the brand equity participant(s) and the Company. Participants must select one of the following options listed below.

### 5.18.1 Inbound and Outbound Per Minute Rates

| OPTIONS | MONTHLY USAGE | PER MINUTE RATE |
| :---: | :---: | :---: |
| 1 | $\$ 0-\$ 99.99$ | Min: $\$ 0.1000$ Max: $\$ 0.1500$ |
| 2 | $\$ 100 /$ Over | Min: $\$ 0.1000$ Max: $\$ 0.1500$ |

### 5.18.2 Billing Increments

Inbound and outbound calls will be billed at an initial minimum of eighteen (18) seconds, and anytime beyond that minimum will be billed in addition using six (6) second increments, rounded up to the next whole six second (1/10 of one minute) increment. If the computed charge includes a fraction of a cent, the fraction will be rounded up to the next whole cent.

### 5.18.3 Travel Card Per Minute Rates

Customers subscribing to this service will be provided with a travel calling card that allows them to make long distance calls while away from the home or office. The following per minute rates apply for all travel card calls placed within the state of New York in addition to the per call surcharge listed below:

Per Call Surcharge:
Min: $\$ 0.1000$ Max: $\$ 0.3000$
Per Minute Rate:
Min: \$0.1000 Max: $\$ 0.3000$

### 5.18.4 Travel Card Billing Increments

Calls will be billed at an initial minimum of eighteen (18) seconds, and anytime beyond that minimum will be billed in addition using six (6) second increments, rounded up to the next whole six second ( $1 / 10$ of one minute) increment. If the computed charge includes a fraction of a cent, the fraction will be rounded up to the next whole cent.
5.18.5 Monthly Recurring Charge

Min: \$2.00 Max: \$5.00 per 800/8XXnumber

