



STATEMENT OF AT&T CONNECTICUT

Regarding Proposed Senate Bill No. 315 An Act Concerning the Delivery of Telephone Directories to Consumers Before the Committee on General Law February 5, 2009

Proposal:

Raised Senate Bill No. 315 would require companies which publish telephone directories to allow consumers to opt-out from receiving such directories.

Comments:

AT&T respectfully opposes the bill and urges the committee to reject it.

AT&T is one of the largest publishers of telephone directories in the country. We understand the sentiment expressed in the legislation before the committee and, in fact, AT&T already allows consumers to opt-out from receiving directories. Last year, several thousand consumers availed themselves of that option. Beginning in early February we will have a single toll-free number for consumers to call to opt-out from receiving a directory from AT&T, and we will publish that number adjacent to contact information, which is widely used by consumers today to order additional directories.

In addition, as a member of the national yellow pages association, AT&T has been a leader in larger industry-wide efforts which will allow consumers to log-on to a single web site: www.yellowpagesoptout.com which will allow them to opt-out from receiving any and all directories from the many providers who publish directories.

In light of already existing company and industry-wide efforts, AT&T urges the committee to reject the proposal before it which could unnecessarily hamper and delay those efforts which are already underway and may lead to requirements which are unworkable in the real world.

Conclusion:

While AT&T supports the sentiments found in Proposed Senate Bill No. 315, we would urge the committee to reject mandating such requirement in law and to instead allow publishers to continue their efforts to give the very option to consumers which this legislation seeks.