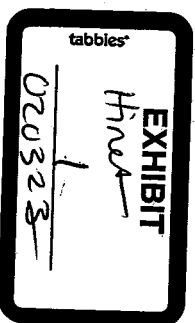

ServiceBell

Company Overview

Louis Miller, President and CEO

December 17, 2002



Louis Miller Background

- CEO and Founder - AmeriVoice Telecommunications, Inc.
 - Since 1996, CLEC serving credit challenged customer, 10,000 customers
 - Geography: Wisconsin, Illinois, Michigan and Indiana
 - 2002 - \$5 million revenues, \$500,000 cash flow
 - Early 90s - Voice Messaging services, 70,000 customers
- Executive VP - U.S. Voice Mail, Inc.
- Chairman and President - Financial Data System, Inc.
- Director - U.S. Postal Service
- Education - B.A., M.S. UWM; Marquette & UW Law Schools

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Business Opportunity

- Regional Bell Operating Companies (RBOC) are struggling
 - Losing wire-line customers – SBC loses 12,000 lines per day
 - Losing wire-line revenue – SBC expects to lose \$2.3 billion in 2003
 - Reputation for service quality is being impacted
- Credit-challenged customers creating additional drain
 - Late payer > disconnection threats > lost customer
 - Exceed 20% of all residential lines
 - Support services outside of norm
 - High cost, low ROI
 - Negative impact on retention statistics

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ServiceBell Mission

*Be the preferred outsourced service
bureau to the Regional Bell Operating
Companies for the management of
their credit challenged customers*

Initial target customer – SBC Telecommunications

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Service Description

- SBC assigns selected credit challenged customers to ServiceBell
- ServiceBell manages customer service, complaints and collections
 - Assigned customers remain customers of SBC, receive phone service and bill from SBC, and perceive that ServiceBell service is coming from SBC
- Once customer establishes a record of consistent payment, SBC resumes responsibility for customer management

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Customer Support Activities

- Establish weekly or more frequent personalized contact
- Set limits on accessible telephone features
- Provide high level of both in and out-bound telephone support
- Offer incentives for customer to get current with payments
- Place customer on pre-payment program
- Use commitment letters to encourage retention

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Sources of Revenue

- Per customer, monthly fee from SBC to provide outsourced services to credit challenged customers
- Other:
 - Long distance revenues from credit challenged customer
 - Commission fee from SBC for obtaining new customers through a ServiceBell telemarketing arm focused on the demographic for which ServiceBell has a deep and unique understanding

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Benefits to SBC

- Allows SBC to focus on meeting needs of primary customers
- Lower costs associated with managing the credit-challenged customers that remain with SBC
- Improved customer retention, resulting in higher revenues
- Reduced un-collectable rates and collection service costs
- Improved supplier diversity program
- Positive public relations: customer retention, diversity

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Financial Model Assumptions

- 35 million residential SBC lines, 20% credit challenged
- SBC assigns to ServiceBell
 - 1.5% of credit-challenged lines in year 1
 - Growing to 7.5% of lines in year 5
- Incremental profit per line per month to SBC = \$30
- SBC Cost: Tier 1 - \$10 Tier 2 - \$12 Tier 3 - \$14

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ServiceBell Advantages

- Management team's unique understanding of telecommunication industry and how to manage the credit challenged customer for long-term profitability
- Low cost structure that allows ServiceBell to provide the time-intensive services required at an expense below what would be possible within SBC
- Minority owned business
- Strong support by local, regional and state officials

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Operations

- Based in center-city Milwaukee
- Roll-out
 - Initiate service within Wisconsin
 - Expand to SBC/Ameritech region
 - Expand to other SBC regions
 - Expand to other RBOCs

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