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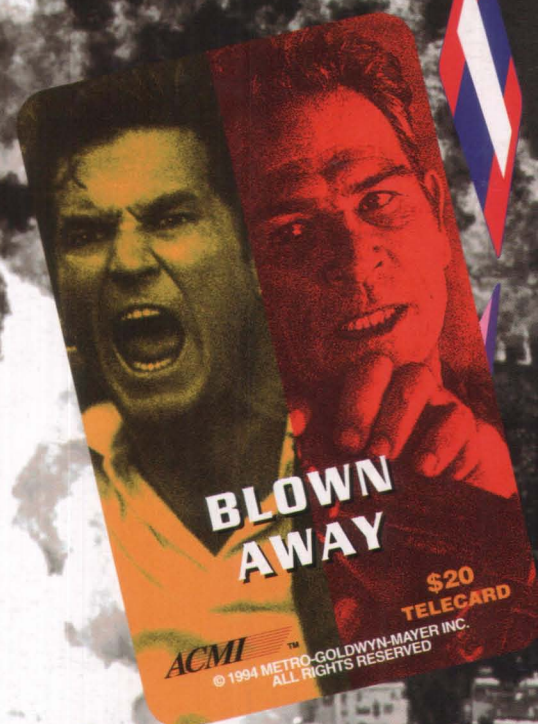
September 1994 • Volume 2 No. 8

Premier
Telecard
The Phone Card Network

Magazine

The 1st
The Only Monthly
U.S. Telecard Magazine

*Explosive New Releases
from ACMI*



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**HAPPY 50th SMOKEY
and the "Lost Photos"
of Marilyn Monroe!**





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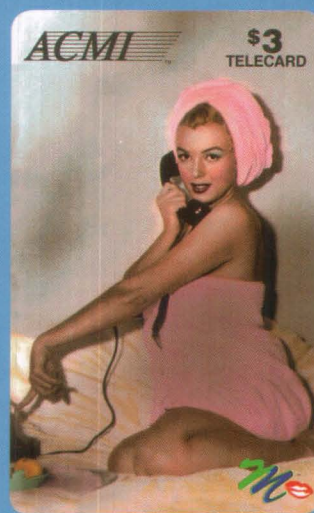
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SMOKEY BEAR

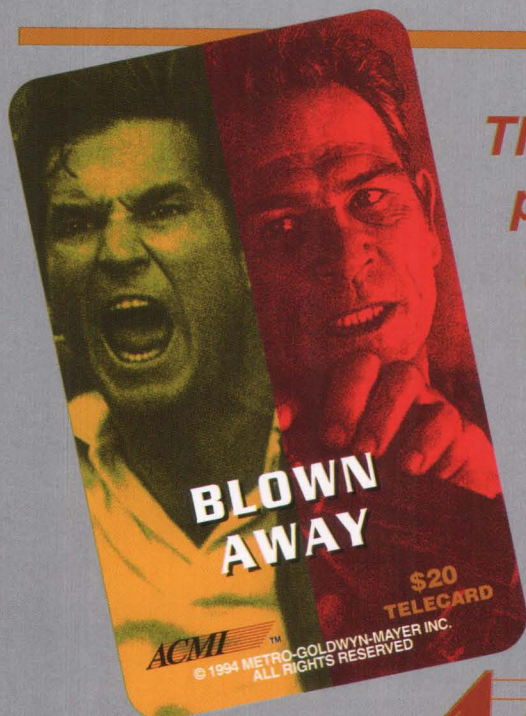
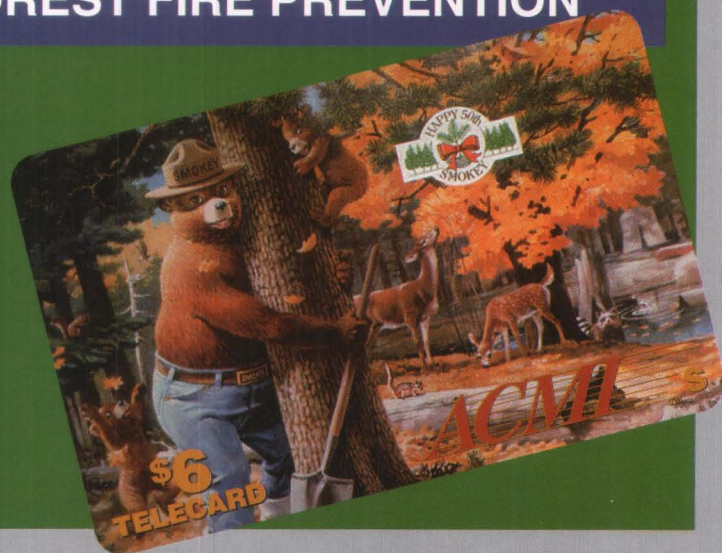
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***Only You Can Prevent
Forest Fires!***



*The 1st telecard from a U.S. company
produced in partnership with a
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featuring Jeff Bridges and
Tommy Lee Jones.*

\$3, \$7, \$20

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PHONECARD TRADE SHOWS: Doing What's Best for the Industry

In 1993 *Premier Telecard Magazine* began reporting on the prepaid phone card industry in the United States. Most of you know that we organized the first Phone Card Phair in San Francisco on March 4-6, 1994. The results were encouraging as thousands of people from around the world attended and were pleased.

We chose to make the Phone Phair an annual event. Many in attendance felt our plans were too modest. The industry was growing so rapidly, and we were encouraged to repeat the show on the East coast in the fall of 1994. We agreed and started plans for Phone Card Phair II at the Sheraton New York Hotel and Towers for the weekend of September 30-October 2, 1994.

Within a week another company, new to the industry, chose to book a competing event in the same city, on the same dates, and just a few blocks from ours. This brought consternation to the industry and additional expenses to all involved.

At first we proceeded with our plans to conduct this event, encouraged by our sponsors and others who had exhibited with us in San Francisco. After it became apparent that many felt compelled to exhibit in both shows and were not pleased with the resulting costs, we reconsidered our position. We do not want to hurt this industry. With our desire and some urgings from our long time supporters, we tried to come to some agreement on a combined show.


Unfortunately, no agreement could be reached, and we were left with some serious choices, all of which bear heavily upon the best interest of everyone in this business as well as our presence in this industry. We sincerely appreciate the efforts of those who worked to merge the two shows: Larry Brilliant, Steve Lowenstein, and Paul Silverstein. After much consideration as to what would be best for this industry, regardless of our own personal feelings, we decided to go back to our original plan to sponsor and present one Phone Phair annually. That means moving forward the date for Phone Phair II to March 9-12, 1995.

MOST OF OUR SPONSORS HAVE AGREED TO MOVE FORWARD TO THIS NEW DATE. Almost without exception, the exhibitors who reserved booths have also moved ahead. We know that some supporters will be unhappy with this choice, but for us to continue with our New York plans meant that we would be a party to damaging our small but growing industry. It is not right to insist upon having our show in New York simply because we were the first organizers of the event.

By moving the show forward we can promise you a much better and stronger event every year at the same time and place. The dates of our future shows will be:

- March 9-12, 1995, San Francisco, California
- March 8-11, 1996, San Francisco, California
- March 7-10, 1997, San Francisco, California

We have also noted the need for seminars, panel discussions, and workshops to have a well-rounded event and will provide those. We pledge to keep costs down and attendance up. Let's move ahead to a bright telecard tomorrow by enjoying all that this growing new industry has to offer — including Phone Phair II in San Francisco, California, March 9-12, 1995.


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Premier Telecard Magazine is an independent journal, not affiliated in any way with any telecommunications company, card manufacturer or supplier.

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Published by BJE Graphics & Publishing, Inc., a Nevada corporation.

NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$6.00 per single copy. U.S. Domestic rates - \$120.00 for 24 issues, \$60.00 for 12 issues, \$30 for 6 issues. International rates - \$160.00 for 24 issues; \$80.00 for 12 issues. All subscription rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank. Postage paid at San Luis Obispo, California.

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Printed in the U.S.A.

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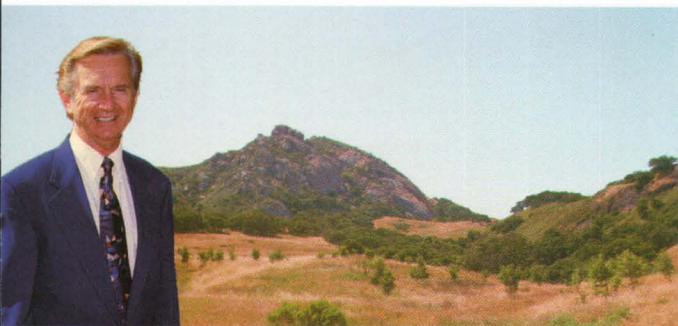
About the Cover...

BLOWN AWAY is the summer's hot new blockbuster movie from Metro-Goldwyn-Mayer and one of ACMI's new telecards featured on this month's cover. The tension that this movie packs is captured on the faces of three-time Academy Award nominee Jeff Bridges and Oscar/

Emmy winner Tommy Lee Jones. The suspense builds as the hunter and hunted draw closer

to a final explosive confrontation—definitely a hard hat area. Sharing the billing is the "Blond Bombshell" herself, Marilyn Monroe, in one of the "Lost Photos" collection of photographs by photographer Andre de Diénes. Imagine Marilyn talking on the phone, answering that age old question with the words, "Nothing but a towel." This ACMI card is sure to generate some smoke of its own. But where there's smoke, there's fire, and who better than Smokey Bear to stand fire watch. This ACMI telecard is scheduled to be released August 9 in Washington, D.C. As collecting telecards heats up across the country, please remember "Only you can prevent forest fires!"





It's My Call...

The battle between stored memory and remote memory cards in America is a struggle which some have seen as decisive for collectors, as though it is a war that one type will win and the other lose. It is perhaps better described now as a stand-off, with stored memory cards prevailing in some proprietary venues and remote memory cards taking advantage of their instantly usable technology on 200 million telephones in the United States.

The Ameritech Coin\$aver card combines both technologies in recent releases, creating a collectible appealing to fans on both sides of the fence. One fact is already well established: The complete collector is saving some of both types. That, at least, is possible for the enthusiast, although it means choosing between the dozens of new releases in this year alone. Attending the various trade shows involving phonecards is another matter.

Between events featuring phonecards and others including them as part of the show, any serious collector could spend a lot of time attending them all during the coming five months. Our magazine is involved in three phonecard exhibitions during that time. It's too early to report on all the phonecard activities at the International Sportscard Expo in Anaheim, California, as this issue

goes to press at about the same time.

We will have pictures and stories about our phonecard pavilion for that event in our next issue. You can expect to see Dr. Gary Felton signing copies of his book, *WELCOME TO THE WORLD OF PHONECARDS*, and taking part with other well-known industry leaders in several lectures about this telecard collecting phenomenon. Our photographer certainly won't miss the race car appearing in the

show forward to March 1995 and transferred the event to San Francisco. Now is the time to make sure of your reservations for the San Francisco Phone Phair II, set for March 9-12, 1995, at a venue to be announced. This show is a worthy successor to our original production in San Francisco, March 4-6 of this year.

You'll see some of the popular events repeated: an auction for charity, for example, with a completely new schedule of informative seminars about

...we have moved the show forward to March 1995 and transferred the event to San Francisco.

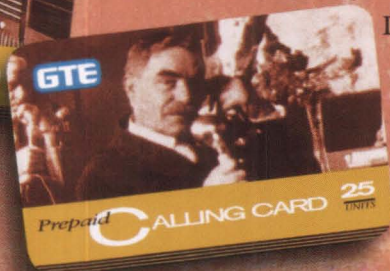
WorldConnect booth or other special displays linking phonecards with the sportscard world.

You may be sure that the coverage will include all the commemorative cards created for the Anaheim show by such well-known sources as World Telecom Group/AmeriVox and Brilliant Color Cards, plus the release of our own First Anniversary card, celebrating the completion of one full year in phonecard publishing.

Also in that October issue, to be released on 20 September, we will be writing about our next major show. Originally scheduled for September 30-October 2 in New York City, we have moved the

telecard creation; licensing; marketing; advertising; promotion; distribution; and switching. Our thanks to those supporters who already had reserved a booth at our New York event and who readily transferred their reservations to the San Francisco Phone Phair II next March. We pledge to all of you another premier event with an enhanced, interesting program.

Introducing The History Of GTE Limited Inaugural Series.



Be one of the first to own this historic first edition prepaid calling card series from GTE, the largest local telephone service provider in the United States. Each 25-unit card celebrates the history of GTE with an original photograph. Only 30,000 each of the first four designs are available, and the special commemorative collage card has a limited printing of just 25,000. Plus, it can only be purchased when you buy the other four cards in the set.

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Quantities
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A minimum of two cards or maximum of 500 sets per customer, please.

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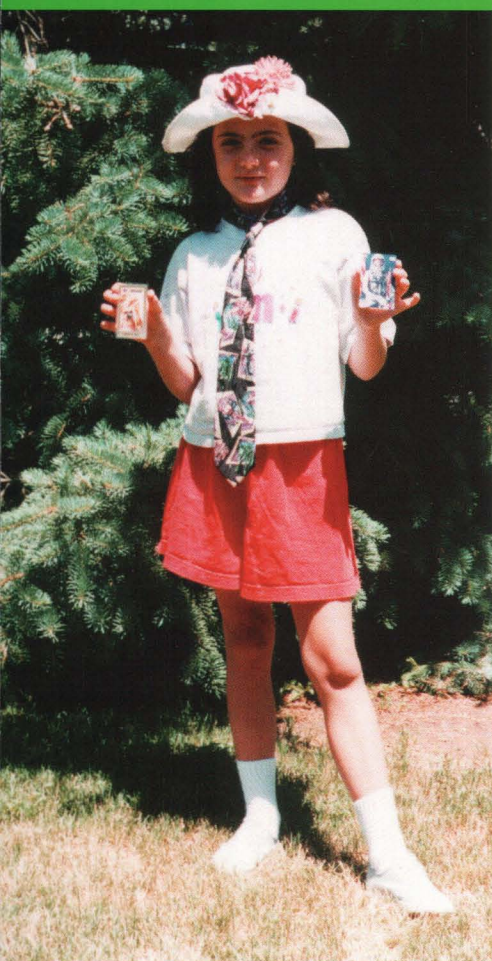


Credit Card Number _____
Exp. Date _____
Signature X _____

Complete and mail to: GTE Prepaid Calling Card, P.O. Box 22336, Denver, CO 80222
Order by phone: In the U.S., call 1-800-GTE-3804.
Outside the U.S., call (303) 743-4138, ext. 401. Or fax (303) 727-4994.

Card	Quantity	Price \$14.75 each (U.S.)
A		
B		
C		
D		
Set of 4 (\$59)		
Set of 4 + Collage Card (\$73.75)		
Subtotal		
Shipping & Handling		
In the U.S. (Postal Service) \$2.00		
(Overnight) \$4.25		
Outside the U.S. (2-day delivery) \$15.00		
Total Due		

Collecting by Number



could be a birthdate, an anniversary date, an address—you name it.

Take the Neidigs of Denver, Colorado. Their daughter Kimberly was born on October 24, 1984, so anything with 1984, and especially the combination 102484, is of particular interest to Kathie and Vernon, such as the five-dollar bill they own with the serial number 38102484.

The Neidigs have a variety of objects with the number 1084 on them. Because Kimberly loves baseball, there's the one-ounce silver token commemorating the franchise award date for the Colorado Rockies baseball team, as well as all the baseball cards from 1984. They also own a baseball with all the team members' signatures on it from the 1984 Summer Olympics at Dodger Stadium.


Says Vernon, "We have every gold bullion coin that was minted in 1984." They continued collecting bullion from 1984 and thereafter, which have been set aside for Kimberly's college fund. Included are six ounces of different gold bullion coins dated 1984 and more than a dozen one-ounce silver

bullion coins from that year. They can't even estimate the number or amount of gold and silver bullion they've collected from various other countries.

Because many phonecards do not have serial numbers, the ones that do have become almost an obsession for the Neidigs. They have the AmeriVox "Gold" Chief John Big Tree with serial number 0084. They have an ACI telecard with the number 1084/1500. And they have all the Premier Telecard Magazine telecards with serial number 0084. They are trying hard to find SP-1 and SP-2 cards with the numbers 84/1000 from Prepaid Telecommunications International and would like to hear from any reader who might have one.

Living in Denver, the Neidigs have extensive dealings with Klaus Degler, owner of Rocky Mountain Coin Exchange, who is familiar with their fixation on Kimberly's birthdate. They have an understanding with Klaus that when he finds an 84 — be it on a telecard, a coin, a picture, or a commemorative issue — he will purchase it for the them.

Vernon says Kimberly isn't the only one with a set of numbers that interests them: "My wife, Kathie, was born on 6/19/47. We use a combination of those numbers to play the lotto along with using them for dog and horse racing numbers. So far, I still get up every morning and go to work, so they haven't made us millionaires as of yet."

Because Vernon's birthdate is 2/2/46, while attending Premier Telecard Magazine's Phone Card Phair in San Francisco in March, they purchased the complete set of Univox Phone Phair commemorative issue cards with the serial number 0246. Looks like another branch of the Neidigs' collection has formed! 

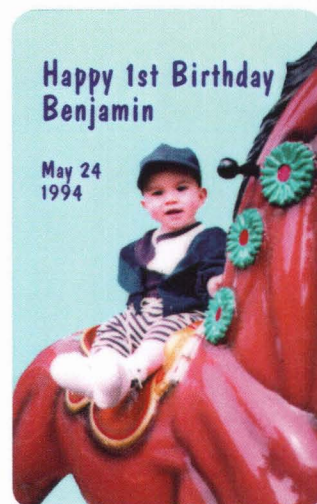
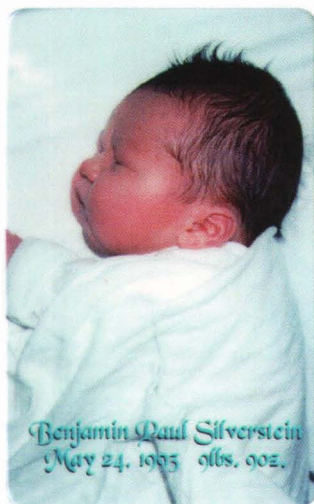
Styles of collecting telecards are as varied as the collectors themselves. One popular method, however, is to collect cards that contain numbers holding special meaning to the collector. That

Starting 'Em Young

"My, how you have grown!"

Friends and family of the Silverstein's were delighted to receive Benjamin's "Happy 1st Birthday" telecard. When dad, Paul, president of GTS, announced his son's birth with an announcement featuring Benjamin's newborn photo, a tradition was established. Not only is Benjamin the youngest telecard collector in the U.S., but now he has his own telecard series.

Tell us, Paul, what do you feed that boy?

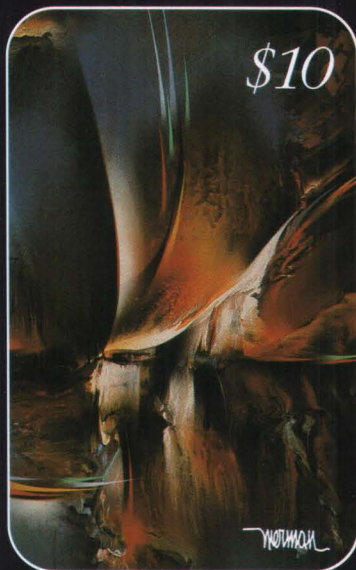




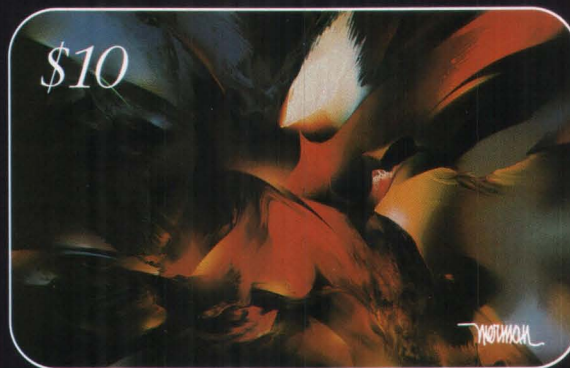
Moonlight



Genesis



Firebird



Magic Fire

teleworld



TeleWorld is proud to present a Limited Edition Collectors Series of awe-inspiring work from the talent and imagination of world-renowned artist Leonardo Nierman. A painter and sculptor, Nierman's explosively thought-provoking work can be experienced in exhibitions and public collections throughout the world, including the Vatican Museum, Vatican City; Nagoya Art Museum, Japan; Concert and Opera House, Salzburg, Austria; Kennedy Center, Washington D.C.; and the Tel Aviv Museum, Israel.

Nierman is pleased that TeleWorld offers him the ability to be the first Fine Artist to be able to share with people throughout the world, the joy of quality collectable art on Pre-Paid Calling Cards. Each series will contain a portfolio of four incredible Niermans with card prices of \$10, \$20, \$30 & \$40. These cards are available separately or in a special collectors presentation package.

TeleWorld International solves the Pre-Paid Calling Card puzzle. As a service provider utilizing the AT&T 800 network, we supply the latest in technology, combined with superior clarity and total reliability. We have developed a high quality, cost effective, convenient, multi-lingual system that offers private label, wholesale, agent and foreign distribution programs to meet every need.

TeleWorld extends to you a special invitation to join us as we exhibit the works of Leonardo Nierman and other fine collectable cards at the 1994 International Collector Shows in Amsterdam, Cologne, New York and Houston. For more details call 1-800-434-2499. We would be pleased to describe our gallery of Pre-Paid Calling Cards and services to you.

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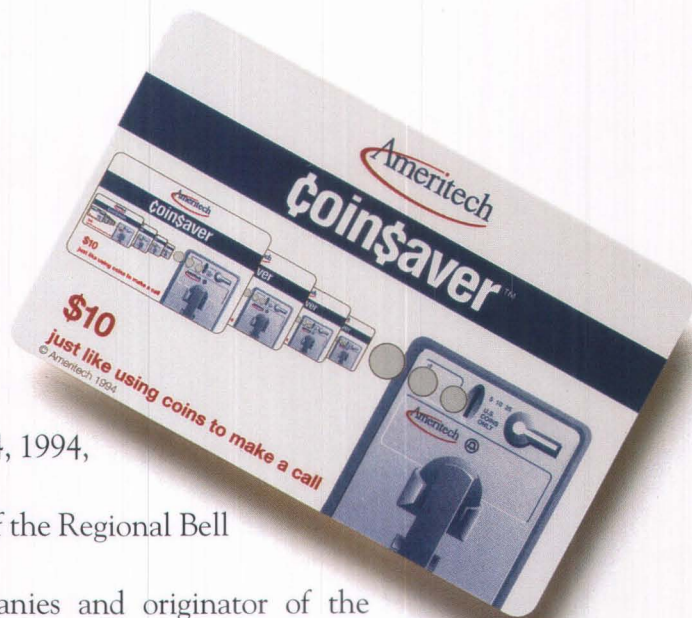
In 1988, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

In late 1993, Ameritech conducted an employee trial to test its new, improved telephone debit card.

This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged children.

These cards were specially designed for the G-7 International Jobs Conference held in Detroit, Michigan.





On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CA\$H CARD, introduced the first
in a series of new debit cards being offered this year:
the **coinsaver**SM card.

It's the only remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To obtain Ameritech cards, contact your
local debit card dealer.



Your Best Link
To Better Communication

"BLOWN AWAY"

A Telecard Blockbuster

ACMI Builds on Its Solid Foundation

by Nancy Blackburn

Even as Kevin Pirolo, president of ACMI, Stephen Adelman, director of corporate telecards, and Dedra Anderton, media relations, announced this summer's blockbuster releases of telecards, they reiterated ACMI's continued emphasis on telecards as a communications product, designed to be used as a low-cost, high-tech calling alternative for businesses, college students, and the general public. While acknowledging the collector's market, they believe that only the utilitarian, day-to-day use of telecards will provide a firm foundation for the industry. ACMI wants to be known as the company that supports its dealers and, for this reason, will not give discounts to non-dealers in the United States. In Europe, ACMI will only sell telecards to licensed dealers. Their U.S. policy is to refer collector inquiries to either an ACMI consultant or dealer. ACMI gives 100% support to the Telecard Trading Association and encourages membership by collectors to take advantage of an inexpensive way to become involved in the telecard collecting and trading hobby.

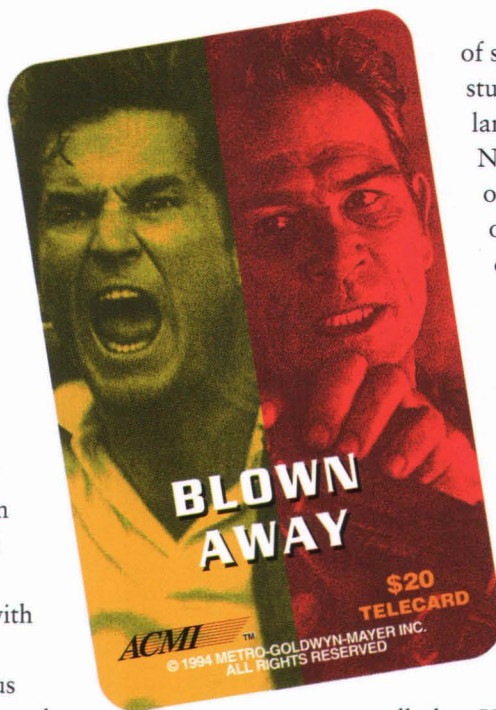
Telecard collectors were themselves "Blown Away" by the announcement from Metro-Goldwyn-Mayer and ACMI that the biggest movie of the summer would be featured on an exclusive telecard. Portraying the dramatic promotional poster featuring Jeff Bridges and Oscar winner Tommy Lee Jones, "Blown Away" is the first telecard from a U.S. company produced in partnership with a major motion picture.

In this first simultaneous release of a movie and telecard, there were 10,000 cards issued on July 4, in the following denominations: 5,000 of the \$3; 4,000 of the \$7; and 1,000 of the \$20. The calling range is international, and domestic calls are 30¢/min. The cards are produced on 28 mil, 100% plastic stock.

Three-time Academy Award nominee Jeff Bridges and Oscar and Emmy winner Tommy Lee Jones star in this suspense-filled story of a bomb squad expert, Jimmy Dove (Bridges), racing against time in a match of wits and skill with a diabolically brilliant bomber, Ryan Gaerity (Jones).

Lloyd Bridges stars as Jimmy Dove's mentor Max O'Bannon, who puts his own life on the line in an effort to help his friend. Suzy Amis portrays Dove's new bride, Kate. Forest Whitaker, a cocky new addition to the bomb squad, finds himself targeted by the bomber.

Filmed almost entirely in Boston, *Blown Away* features the most spectacular pyrotechnic displays ever captured on film. Planned, rigged, and executed by special effects coordinator Clay Pinney, extraordinary special care had to be taken to insure the safety



of spectators, cast, stunt men, crew, and landmark buildings. Not only was the area of Copley Square, site of the first explosion, crowded with onlookers, but it is surrounded by the almost 100-year old Boston Public Library, the landmark Copley Plaza Hotel, and the historic Trinity Church, all of which stand in the shadow of the

all-glass Hancock Tower. To blow up an entire ship on an old wharf in East Boston, fifteen cameras were set up to capture the blast, which lasted nearly nine seconds and was heard, seen and felt for several miles. Pinney marveled, "We used as much

*"...first simultaneous
release of a movie and
telecard..."*

explosive material on the boat as I have in my entire career. It was a ten-step sequential blast, using a mile and a half of primer cord, six hundred gallons of gas and 32 sixteen-ounce bombs."

Boston survived the explosion intact, but moviegoers and telecard collectors can expect to be *Blown Away* with this ACMI blockbuster.

Marilyn's "Lost Photos" Released

Proving to be as elusive as the essence of Marilyn Monroe herself, the long-anticipated Marilyn Network™

Phonecards from the "Lost Photos" collection of photographer Andre de Diénes will be distributed by ACMI. Culminating a tumultuous course of events that included an earthquake in Los Angeles and a tragic skiing accident in Wyoming, the joint announcement by John Guthrie, president of Laser Radio, and Kevin Piolo, president of ACMI, assures collectors that the "Lost Photos" are a reality. ACMI has purchased the cards from Laser Radio and will be the underlying carrier.

This release will eventually be composed of thirteen cards that spell out Marilyn Monroe. A fourteenth card – available only to the collectors of the other thirteen – will be the "Diamond Marilyn" phonecard. Made of Laser Radio's exclusive STEALTHCard technology, this card will feature Marilyn's face on a sea of glittering diamonds. Laser Radio is donating thirty percent of its sale price to the United Way, and ACMI is giving a matching share. According to John Guthrie, "The Marilyn Network stands for something more than just big money and telecom profits. The purpose of the Marilyn Network is to link people together economically and telecommunicatively, thus enhancing their lives both individually and as a part of a community. [Because] Marilyn Monroe was exploited throughout her professional life, I am proud to see her stand for helping people as we enter the 21st century."

The first telecard, released August 15th, features Marilyn wrapped in a towel and talking on the phone. There will be 10,000 cards in the following denominations: 5,000 at \$3; 4,000 at \$7; 800 at \$20; and 200 at \$50. There is a \$3 activation fee on all cards. The cards have an international range; domestic calls are 35¢/min.

These telecards are a real find for all: ACMI, United Way, Marilyn fans, and telecard collectors.



SMOKEY BEAR Guardian of America's Forests

Smokey Bear, a symbol of our American heritage, celebrates his 50th anniversary as the ever-vigilant guardian of the forests against accidental fires caused by careless humans.

In recognition of his role in teaching children and adults to avoid forest fires, ACMI is issuing the first in a series of six Smokey Bear cards to commemorate the year-long anniversary celebration. Smokey was born August 9, 1944, as a full-grown bear, created as a symbol to join in the fight against forest fires. In 1950 an orphaned baby bear was found in the Lincoln National Forest after a forest fire. Weighing only 4 pounds, 4 ounces, and grumpy from burnt feet, this tiny cub caught the imagination and heart of the American public and was adopted as the living symbol of Smokey Bear. The Bell family piloted Smokey on live appearances throughout the United States until he got too big to fly. Then he was placed in the National Zoo in Washington, D.C., where he was visited by millions of Americans.

Appearing throughout the United States in classrooms, campsites, fairs, festivals, and athletic events, Smokey Bear and his friends continue to spread his message of increased environmental awareness by encouraging all to join the fight against forest fires. Over 90% of children, 94% of teenagers, and 97% of adults either know or like Smokey Bear (Lieberman Research West, Inc. 1988).

The first "Smokey Bear" telecard is scheduled for release August 9 in Washington, D.C., at "A Celebration of the Past and a Springboard to the Future." — a one-day celebration planned by the Forest Service and Cambridge to encourage the next 50 years of cooperative forest fire prevention. Ten thousand cards were scheduled to be issued in the following denominations: 5,000 of the \$6; 4,000 of the \$10; 800 of the \$20; 200 of the \$50. Of course, a percentage of royalties from all Smokey Bear products goes to the Forest Service to help prevent forest fires.

A fun project would be to encourage a youngster to write Smokey at his own zip code: Smokey Bear Headquarters, Washington, D.C. 20252. Each week 3,000 letters are written by concerned youths who want to join the crusade against forest fires.

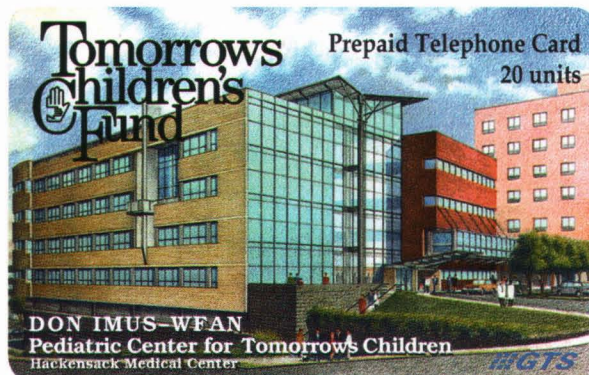
Anyone looking for a unique yet useful gift, will recognize that ACMI's "Smokey Bear" telecard is a nostalgic treat that will delight those young at heart, as well as provide the constant reminder: "Only You Can Prevent Forest Fires!"



Tomorrows Children's Fund to Receive Phone Card Phair Auction Proceeds

Have a ♥ for the Kids with Cancer

The Tomorrows Children's Fund is offering a commemorative prepaid telephone card, from which a substantial portion of the proceeds will be donated to TCF. Each card allows the user 20 minutes of phone time to anywhere in the United States. An interesting feature of this card is that dialing a #1 will provide the listener with a list of upcoming TCF events. Issued by Global Telecommunication Solutions (GTS), these cards are only available through Tomorrows Children's Fund.



by Annette Amir

When *Premier Telecard Magazine's* Phone Card Phair II takes place in San Francisco, March 9-12, 1995, the recipient of our auction will be Tomorrows Children's Fund (TCF). This philanthropic organization has an interesting history.

In 1982 a group of parents whose children were being treated for cancer, acting in cooperation with the children's physicians, founded Tomorrows Children's Fund. Their objective was to help themselves bear the emotional and financial burdens confronting them as a result of their children's illnesses. Today Tomorrows Children's Fund serves hundreds of children who are afflicted with cancer or a serious blood disorder.

In May of this year, the Tomorrows Children's Fund opened the DON IMUS-WFAN Pediatric Center for Tomorrows Children. Don Imus is the well-known radio personality who, after visiting these kids some years ago, dedicated himself to raising over five million dollars through four WFAN radiothons.

The seven-story facility, at the Hackensack Medical Center, has 90,000 square feet of space, housing the Tomorrows Children's Institute and other pediatric specialties. It is a state-of-the-art facility where sophisticated treatment and research will, it is hoped, achieve TCF's goal of a cure for pediatric cancer and serious blood disorders.

The Tomorrows Children's Fund is committed to delivering the best care for kids with cancer. Its priorities include providing a healthful and normal atmosphere for children receiving treatment, including services to ease the many burdens experienced by the children and their families.

TCF's is dedicated to seeing that no family of an afflicted child goes without food; that their financial needs are addressed; that transportation costs for bone marrow transplants are funded; and that social workers, nurses, and therapists help families meet their emotional needs.

TCF contributes toys, art supplies, TVs and VCRs, kitchen equipment, beverages, and snacks to help make the hospital environment more livable.

They also host special events, picnics, and holiday parties for patients and their families.

Tomorrows Children's Fund is a non-profit, tax-exempt organization that receives neither state or federal funding nor funding from any other agency. *Premier Telecard Magazine* is proud to be able to make a contribution to this outstanding foundation.



Premier Telecard *TeleFacts*

Tomorrows Children's Fund

Issuer: Global Telecommunication Solutions

Manufacturer: N/A

Material: Plastic

Features: TCF events related on recording

Quantity: 1,000

Price: \$10 - 20 units

Calling Range: U.S.

Date of Issue: 5/1/94

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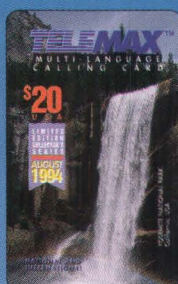
LEADERS IN THE COLLECTABLE CALLING CARD INDUSTRY



M101 January 1994 \$20



M104 April 1994 \$20



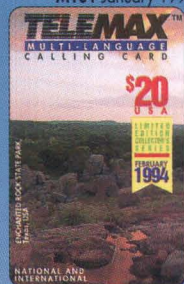
M108 August 1994 \$20



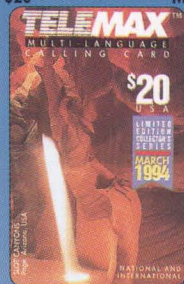
M105 May 1994 \$20



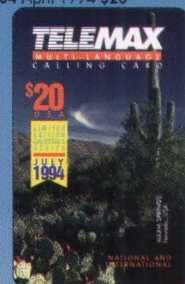
F3 First 3 minute sample \$3



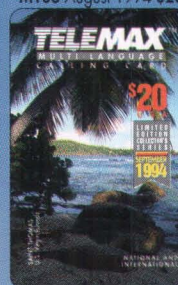
M102 February 1994 \$20



M103 March 1994 \$20



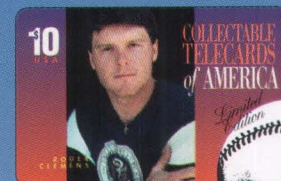
M107 July 1994 \$20



M109 September 1994 \$20



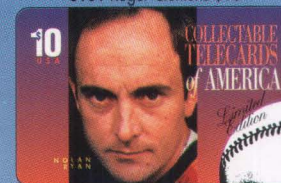
M106 June 1994 \$20



S101 Roger Clemens \$10



S102 Carleton Fisk \$10



S103 Nolan Ryan \$10



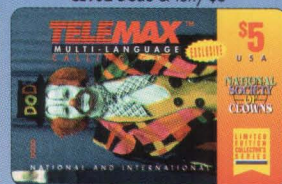
CL101 Dodo & the Gang \$5



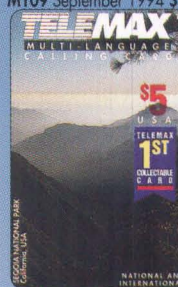
CL102 Dodo & Tony \$5



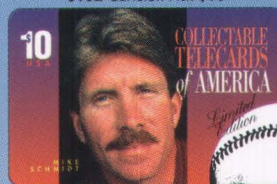
CL103 Dodo & Dog \$5



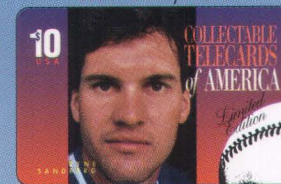
CL104 Dodo \$5



M100 1st Collectable \$5



S104 Mike Schmidt \$10



S105 Ryne Sandberg \$10



CL105 Tony \$5



AC101 Excaliber \$3



AC102 1937 Jaguar \$3



AC103 Studebaker \$3



AC104 1929 Lincoln \$3



AC105 1923 Ford \$3

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Customer Name _____

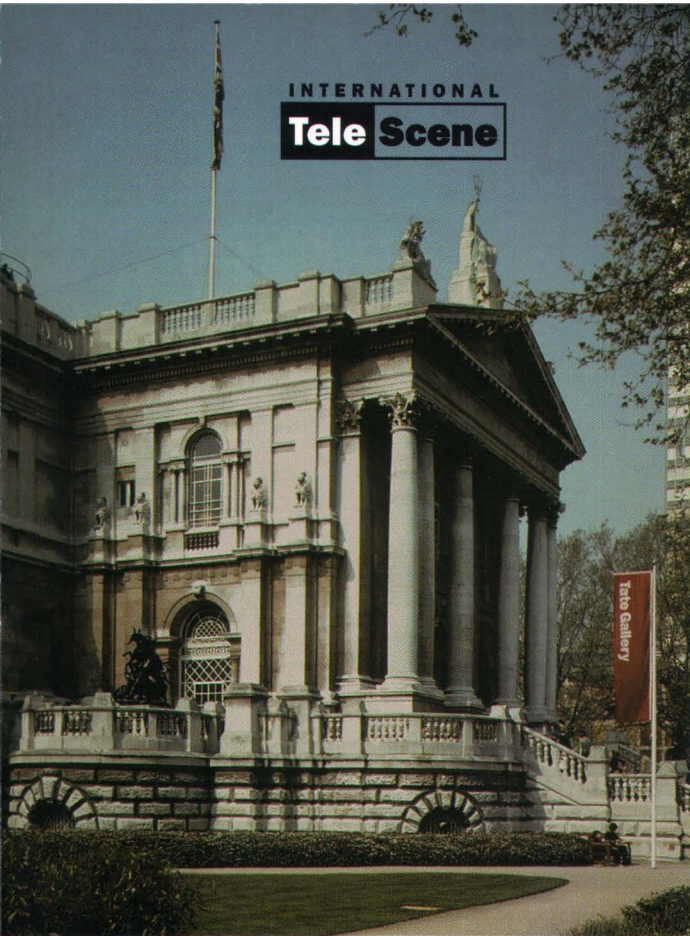
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Use additional paper to continue order if necessary		Subtotal	\$
Quantity or Dealer Orders Available		NY Residents Add 7.25% Tax	\$
		Add 5% USA/10% INT'L S/H (\$2.50 Minimum)	\$
		Grand Total	\$



The Tate Gallery Phonecards

by Annette Amir

The Tate and telecards? If that combination sounds anomalous, read on. Through Nationwide Phonecards Ltd., the Tate Gallery has already issued the first of its very own telecards, and fine art enthusiasts should be ecstatic with the result.

To anglophiles the very words "I saw it at the Tate" evoke the venerability of London and the opulence of British culture. After all, The Tate ranks alongside the National Gallery, the British Museum, and the Victoria and Albert Museum in housing one of Britain's great art collections. In addition to its national collection

from the National Gallery in Trafalgar Square. The domain of the Tate was specifically modern British art, with "modern" defined as the work of artists born after 1790.

In 1917, after Sir Hugh Lane bequeathed some modern paintings from his collection, the Tate Gallery was formally constituted as the National Gallery of Modern Foreign Art. With the outbreak of the Second World War, in 1939, the Gallery was closed and the collection dispersed to safety. It reopened in 1945, despite extensive damage, some of which can still be seen on the building's west face. The Tate was officially separated from the National Gallery in 1955 and became an independent institution.

Like many of the world's great museums, the Tate hasn't nearly enough space to display all its treasures at once, so the art is changed at the beginning of each year, with some changes made at intervals throughout the year.

By now you are no doubt eager to know about the Tate's first telecard. It is simple and arresting: Picasso's unmistakably unique signature, in black, against a white background. The right side of the card vertically displays the Tate's logo in white letters against a rich red background. These stunning cards can be purchased at the Tate Gallery Shop in denominations of £2, £5, £10, and £25. It might not be quite the same as feeding the pigeons at St. Paul's or shopping at Harrod's, but using a telecard from the Tate will bring a tiny bit of Britain to mind each time you take it out to "ring up" someone on the "tellyphone."



Nationwide Power

Nationwide Power Communications plc (public limited company) was formed in November 1993. The company's headquarters is in the prestigious Mayfair district, with its main international switching equipment in the Dockland development of London. Lord Orr-Ewing, formerly a minister of the government and Chairman of the House of Lords Telecommunication Committee, is president of Nationwide.

The company's main business is to provide international telephone services. Connected carriers include British Telecom, Mercury, and other British-approved public telephone operators (PTO). Nationwide will also act as service provider for specialist phone card issuers, including the Tate Gallery, whose first card was designed to commemorate the Picasso exhibition this summer. Future cards will include series from the "Romney, Hythe & Dymchurch Steam Railway," the London Museum, London Transport, the RAF Museum, Eurotunnel, and the Fleet Air Arm Museum.



of British art, the Tate is home to Britain's collection of international modern art. So whether you crave your first glimpse of *The Last Judgement* (John Martin, 1789-1854) or long to say, "Hello, Dali," you can do both at the Tate and much more.

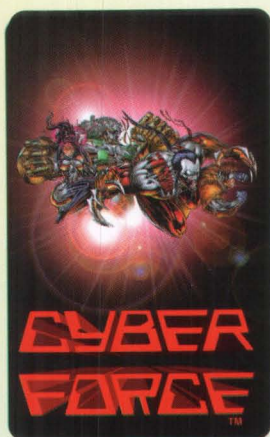
It is nearly one hundred years since the Tate Gallery opened, in 1897, as the National Gallery of British Art. Built on the site of Millbank Prison, which was razed in 1892, the Tate was designed to accommodate the nineteenth-century collection of painting and sculpture donated to the nation by Sir Henry Tate. In addition, certain British paintings were transferred

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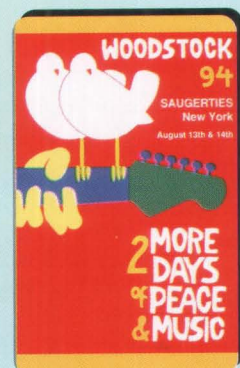
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CYBER FORCE I	15	\$10		
CYBER FORCE II	15	\$10		
JACK KIRBY	32	\$20		
MONKEYMAN & O'BRIEN	32	\$20		
WOODSTOCK	20	\$10		
METS TEAM	16	\$10		

Shipping Charges:

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1-75 Cards	\$5.00	\$12.00
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☐ SEND ME A FREE GTS CATALOG

Order Total: \$ _____

Add: Shipping/handling \$ _____

Total Due: \$ _____

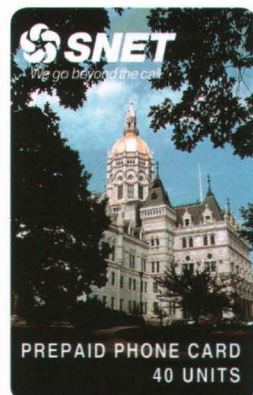
Southern New England Telephone

newspaper and direct mail advertisements were directed at grandparents and

suggested that they buy the cards as gifts for family members. Karen Keysor, product manager, indicated that when SNET has a permanent card offering, it will be targeted at younger people who are more flexible about new products and have a greater need for telecards. She believes that one good market for the cards is parents of students who want to provide telephone time to their offspring, within a budget. The trial cards are still available for purchase by contacting a SNET business office or customer service center.

The "Long Distance Beyond Connecticut" telecard was developed as an internal promotion for SNET-America, the long-distance interstate and international telephone division of SNET. Employees of SNET who signed up for long distance service through the company receive a free 40 minute telecard that allows them to call Canada, the Caribbean, Puerto Rico, and the continental U.S. for 50¢/minute. Each card has a serial number and scratch-off PIN. A total of 10,000 cards were produced. The cards were distributed in May 1994.

Two three-minute cards, one portraying a New England house and the other



by Leslie Gainer

Southern New England Telephone (SNET) has participated in the telecard market on a trial basis with the release of six separate cards in the last seven months.

Connecticut residents were introduced to SNET telecards in November of 1993 when SNET issued its first set of 15,000 cards. The cards were released to gauge consumer interest. The promotion began on the Monday following Thanksgiving 1993 and concluded on December 31, 1993. The

Magic Eye Series

What you see is what you get... well, not always!



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Clinton Cartoon Series



Order Now!

Last 200 sets held for this ad.

Magic Eye Series

- ☐ GTN Card 5,000 issued 20 unit \$10.00
- ☐ Raindrop 3,000 issued 50 unit \$25.00
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Clinton Cartoon Series

- ☐ Set of all 4 cards shown \$40.00

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- ☐ Set of 4 cards **NOW Available!** \$40.00

Sub-Total of all Cards & Sets

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 City _____ State _____ Country _____ Zip _____

Introduces Telecards in Connecticut

a boat scene, were issued in February 1994. Two thousand of each telecard design were released. SNET representatives have exclusive access to the telecards. The cards are intended for use by salespeople to give to their customers during a demonstration about telecards. They are also being distributed to board members to introduce them to the cards. Each telecard has a scratch-off PIN and serial number. They are made of 30 ml plastic. The time on the card is valued at 40¢/ minute for calls within the continental U.S.

and to Puerto Rico.

The "Special Olympics World Games" concept was developed to promote a

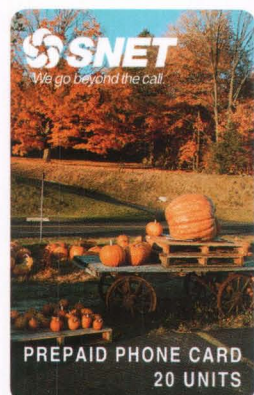
gathering of the Special Olympic organizers in New Haven on April 12, 1994. A variety of vendors was present at the meeting to showcase ideas for products to be sold at the Special Olympics World Games in July of 1995. SNET produced 2,000 of the telecards which were given away at the meeting and will be distributed at future sales meetings.

SNET planned the launch of two new telecards in summer of 1994, at which time it plans to have a permanent card offering. The cards would be available to consumers statewide. There will be a 40-unit and 20-unit series with scratch-off PINs and serial numbers, in quantities of 2,000 each. SNET is also



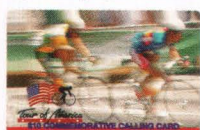
planning an arrangement with Connecticut lottery agents whereby the telecards will be available for purchase wherever lottery tickets are sold. As with the trial, telephone customers will be able to pay for telecard time on their phone bill. SNET telecards are currently available for purchase by contacting a SNET business office or customer service center.

SNET is currently working on a promotion that will reward their Yellow Pages advertisers with a telecard. Different denominations will be given based on the advertising volume of each customer.



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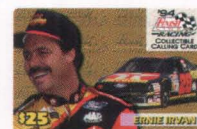
MRN



JG2



BE2



EIG2

1994 Finish Line Racing Series I \$10 Each



RW1



JG1



BE2



RW2



KP2



BE1



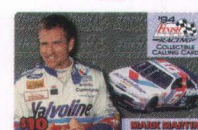
BL1



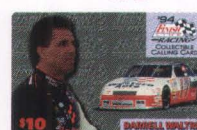
SM1



RR2



MM2



DW2

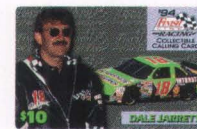


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DJ2

GTI Announces Summer Releases and Sneak Previews of Fall



by Leslie Gainer

GTI Telecom, Inc., an international telephone carrier based in Winter Park, Florida, offered an array of summer telecard releases and is giving collectors a great deal to look forward to in the fall.

On June 30, GTI and Dollar Rent A Car announced the release of a 7½ unit telecard. A card was

given free to each customer who rented a car from Dollar Rent A Car offices at major Florida airports and twelve other Dollar Rent A Car locations throughout the state. The

telecard provided 15 minutes of free long distance calling time anywhere within the U.S. The promotion ran from July 7 to August 31. It is expected that the number of telecards issued will extend well into six figures.

The Dollar Rent A Car telecard comes in a sealed envelope with a window that reveals the front of the card. The card holder may purchase additional long distance time at a rate of 25¢ a minute for calls within the U.S. There are no sequential numbers or scratch-off PINs.

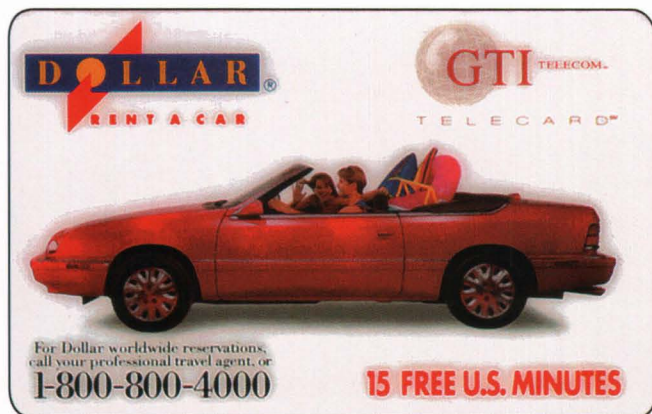
Dollar Rent A Car indicated that they are the first major car rental company to offer free long distance telephone calls with a car rental. The executives at

Dollar feel that the car rental and telecard services go hand-in-hand for the vacationer and the business traveler. The GTI/Dollar Rent A Car promotion is yet another example of how telecards are being used to meet a variety of needs, which include economical telephone access for the consumer, an advertisement and marketing device for retailers, and a profit center for businesses and telcos.

GTI spearheaded the development of another major retail telecard in conjunction with the Eckerd Drug chain, which has 1,300 stores in Florida. Eckerd kicked off a back-to-school promotion by giving away 85,000 Soccer USA94 telecards with 5 minutes of time on each telecard. Customers who made a minimum purchase were given a card. The giveaway began on August 15. GTI also produced four telecards specifically for Eckerd Drug. Each card features a different Florida scene. The telecards were scheduled to be sold in Eckerd Drug stores beginning on August 1. The cards are \$5, \$10, \$20, and \$50. They come in a protective window envelope that reveals the front of the card. There are no sequential numbers or scratch-off PINs. There will be fewer of the \$5 and \$50 telecards issued. The total number of cards to be printed is not definite since Eckerd Drug may opt to order additional telecards. All of the Eckerd Drug cards have an international calling range.

World Cup soccer was on the minds of millions during the summer as teams and fans from around the world crisscrossed the U.S. to participate in the sporting event. SkyTel of Brazil offered a customized GTI telecard with every beeper rented by Brazilians who attended the World Cup games. The 25-unit card is valued at \$12.50 and provides 6 minutes of calling time from the U.S. to Brazil. GTI is not yet able to give figures for how many of the cards were printed or actually issued. The cards come in a protective window envelope that reveals the front of the card. There are no sequential numbers or scratch-off PINs.

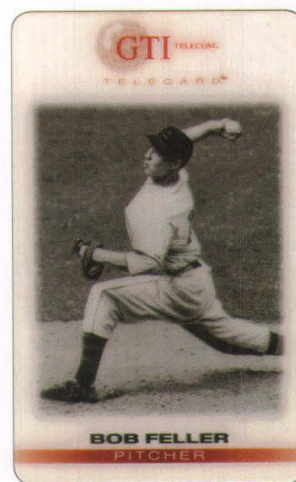
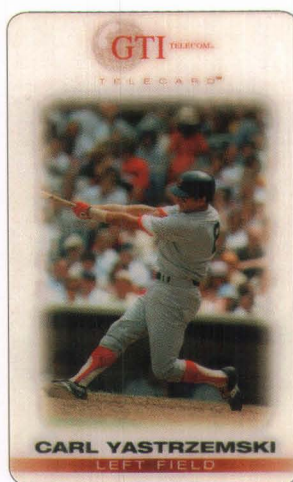
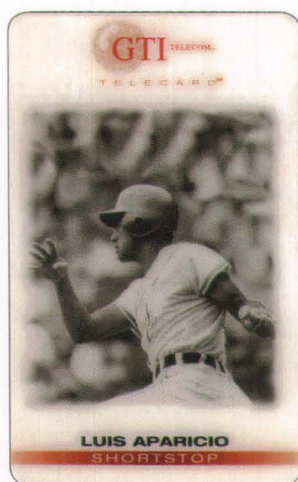
Skytel of Brazil is one of several of GTI's international clients. GTI has also designed and produced telecards for Saudi Arabian Airlines and Soletur, which is Brazil's largest chain of travel agencies.



Baseball season was in full swing when GTI released the first three cards in the "Baseball Legends" series. The telecards made their debut at the International Sportscard and Memorabilia Expo in Anaheim, California. The Expo was held from July 20-24. The series will feature nine separate cards. A different player will appear on each card and represent a position on the baseball field. The first three Baseball Legend players are Luis Aparicio, Bob Feller, and Carl Yastrzewski.

Brian Koeberle, president of Major League Legends, which is the company which secured the rights to the former players, said: "Prepaid telephone cards have been a big hit with the collectors in Europe and Japan for years. We view prepaid calling cards as the next big collectible here in the United States."

Collectors who attended the Sportscard and Memorabilia Expo were able to obtain specially packaged cards in "Collector Series" envelopes. The envelopes have a double window that shows the front



of the telecard and a separate card with the player's statistics and the serial number of the telecard. There will be 5,000 "Collector Series" envelopes for each of the three players. They will cost \$7.

GTI released the individual player cards on August 1, 1994. There are 15,000 of each of the three players. The cost is \$5 per card. The cards come in a protective window envelope that reveals the face of the card. There are no sequential numbers or scratch-off PINs.

GTI acquired the exclusive rights to Hammer Films Properties, the parent company of blockbuster horror films such as *Dracula*, *The Evil of Frankenstein*, and *Phantom of the Opera*.

Those film figures will be the subjects of the fall release of the first three telecards in the series to be designed, printed, and issued by GTI. They are also planning a special series of "horrific" cards for Halloween '94.

The Hammer Films Properties catalog includes nearly 100 titles spanning over 40 years. The first three telecards mentioned are merely a sneak preview of the horrors yet to come! Stay tuned for a string of new releases by GTI.



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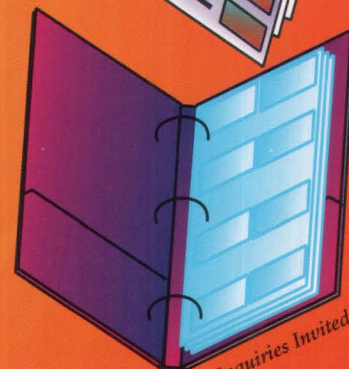
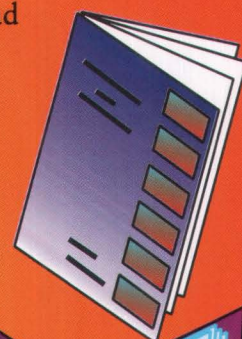
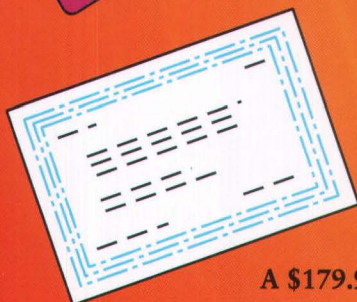
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Dealer Inquiries Invited



The Leader Joins the Pack

by Nancy Blackburn

GTE has forged ahead and taken its place in modern telephone history with the announcement that GTE Cards Services, a unit of GTE Vantage, Inc., will launch its Inaugural series of prepaid calling cards in September 1994. GTE plans to make its entry into the phonecard market by taking a nostalgic look back at the historic journey that made it the largest local telco in the United States.

GTE's Inaugural series features four actual photographs from the early years, each representative of a certain time period in GTE's history. The first telecard is a photograph taken in 1909 of telephone operators in California. The second card, photographed in 1921, displays Automatic Electric's first truck as it leaves its plant in Chicago to deliver automatic telephone equipment. The third card records the historic moment of the first phone call made to England in 1927, from the GTE Company of Pennsylvania. The fourth card is a candid shot of linemen in Ohio stringing wire to meet the soaring demand for telephones following World War II. A fifth telecard is the Commemorative Inaugural card that depicts the different facets of GTE from past to present.

Each of these cards will be worth 25 units and will sell for \$14.75. However, collectors must purchase all four cards of the series to obtain the fifth Commemorative Inaugural card. GTE Card Services will print and release 30,000 of each card, with the exception of the fifth card; printing of this commemorative card will be limited to 25,000. These renewable

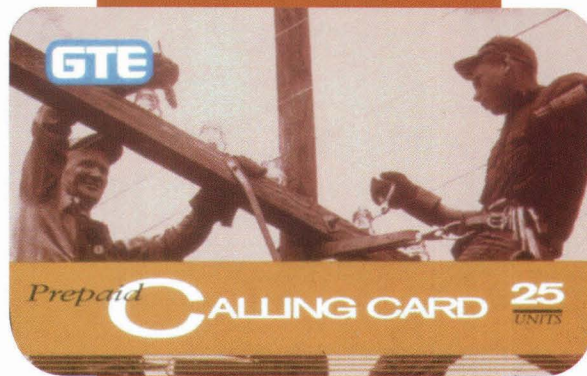
cards will be worth 25 units and will be sold for \$14.75. Domestic calls will cost one unit per minute; international calls will vary, depending on the country called.

Marketing plans call for wide-scale promotional campaigns throughout the U.S. and internationally. Telecards will be sold over the telephone, through mail order, and in retail locations. Future plans call for prepaid calling cards for several major U.S. corporations, as well as telecards featuring the National Football League.

GTE began its history in 1918 when John F. O'Connell and Sigurd L. Odegard purchased Richland Center Telephone Company in Wisconsin. Through an aggressive history of acquisitions and mergers, the early GTE structure was forged. Designated Commonwealth Telephone in 1920 and

Associated Telephone Utilities in 1926, the company became General Telephone Corporation in 1935. In 1958 the name General Telephone & Electronics (GTE) was adopted to reflect the diversification of the corporation.

As the largest U.S.-based local telephone company, with 20 million customer access lines in 40 states and Canada, and the second-largest cellular phone provider in the United States, GTE Corporation has the potential to serve nearly 30 percent of the U.S. population. GTE's entrance into the prepaid phonecard market with remote memory telecards puts GTE in the position of leading advanced telecommunications into the 21st century.



THE ART OF PERFORMANCE!

Featuring four original illustrations, this Limited Edition Collector's Series captures the excitement of the sporting world. Each prepaid calling card is limited to 4,000 cards, but only 1,500 of each design is available to be purchased separately. The remaining cards are available only as part of the ConQuest Limited Edition Five Card Set.

COLLECTOR'S SERIES SET

Limited to only 2,500, the ConQuest Limited Edition Five Card Set features the 1994 International Sportscard and Memorabilia Expo Logo Card. Designed and produced specifically for the International Expo, this prepaid calling card has quickly become a highly prized collectible. Limited to a total of 5,000 cards, 2,500 cards were made available at the show, with the remainder offered exclusively as a part of this special ConQuest Limited Edition Collector's Series Set. Suitable for framing, the card carrier is specially designed to enhance the appearance and collectibility of the set.



Call or write today to enter the big leagues.



ConQuest
Scioto Corporate Center
5500 Frantz Road
Dublin, Ohio 43017
Phone: 1-800-320-6446



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QTY.	ITEM NUMBER	DESCRIPTION	PRODUCTION RUN	UNITS	PRICE	TOTAL
	CQ-940207	Gold Coins	10,000	25	\$ 8.75	
	CQ-940005	Assorted Coinage	5,000	25	\$ 8.75	
	CQ-940094	Mount Rushmore	5,000	25	\$ 8.75	
	CQ-940008	Lincoln Memorial	10,000	25	\$ 8.75	
	CQ-940096	Break the Bank	5,000	25	\$ 8.75	
	CQ-940009	Eagle & Flag	10,000	25	\$ 8.75	
	CQ-940003	CQ Talk!	Open	25	\$ 8.75	
	CQ-940011	"Fast Break" Basketball	4,000 *	25	\$ 8.75	
	CQ-940012	"Long Ball" Baseball	4,000 *	25	\$ 8.75	
	CQ-940013	"Crunch Time" Football	4,000 *	25	\$ 8.75	
	CQ-940014	"Denied" Hockey	4,000 *	25	\$ 8.75	
	CQ-940015	ConQuest Sportscard Expo Logo	5,000 **	25	***	
	CQ-940016	Five Card Sportscard Series Set***	2,500	5 @ 25	\$ 43.75	
					SUB TOTAL	
					SHIPPING - ADD \$4.00 INTL. OR \$1.00 U.S.	
					TOTAL	



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* 4,000 Cards Produced. 2,500 Are Included In The Sportscard Series Set. 1,500 Available For Individual Card Purchases.
** 5,000 Cards Produced. 2,500 Are Included In The Sportscard Series Set. 2,500 Available Only At The Expo. No Individual Cards Available.
*** ConQuest 1994 International Expo Logo Card Available Only At The Show Or By Purchasing A Set





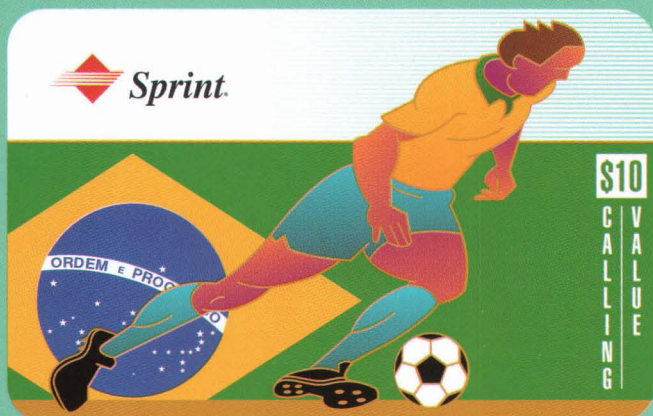
Happy 50th Smokey - ACMI - RM

PHONE & SAVE

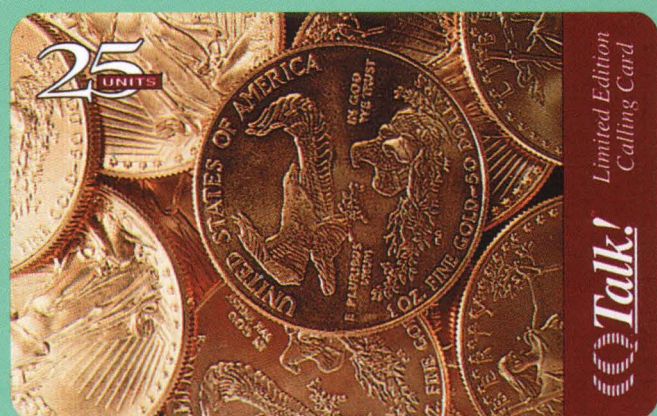
RECHARGEABLE CALLING CARD



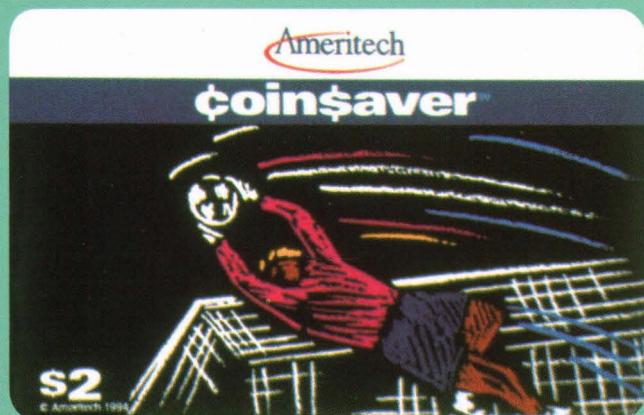
Phone & Save - Earthline - RM, R



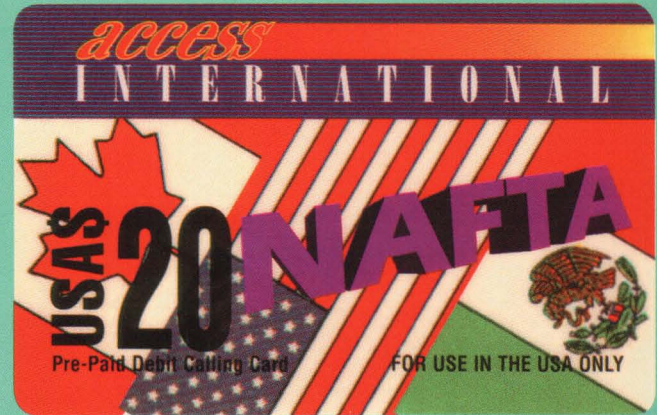
Soccer/Brazil - Sprint - RM



Gold Coins - ConQuest - RM



Soccer Coin\$aver - Ameritech - SMS, RM



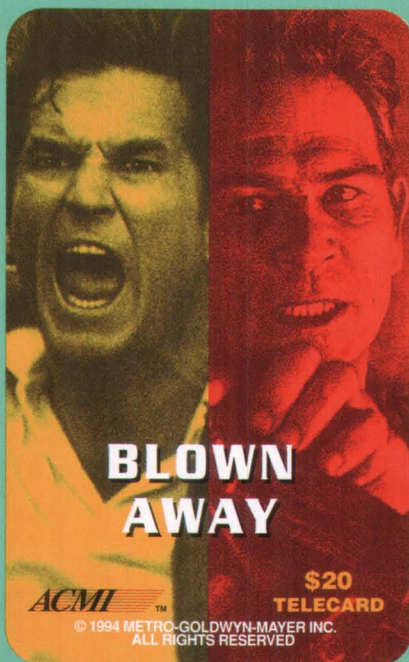
NAFTA - Access International - RM

Premier Cards

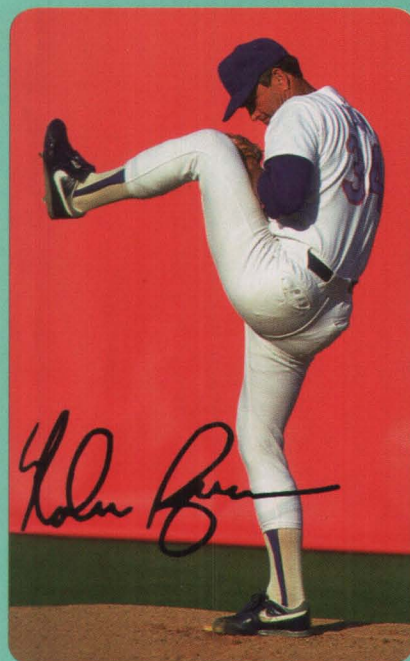
September
1994



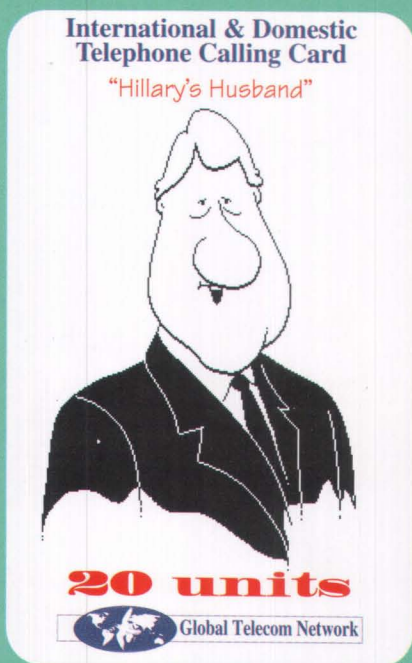
Marilyn - ACMI - RM



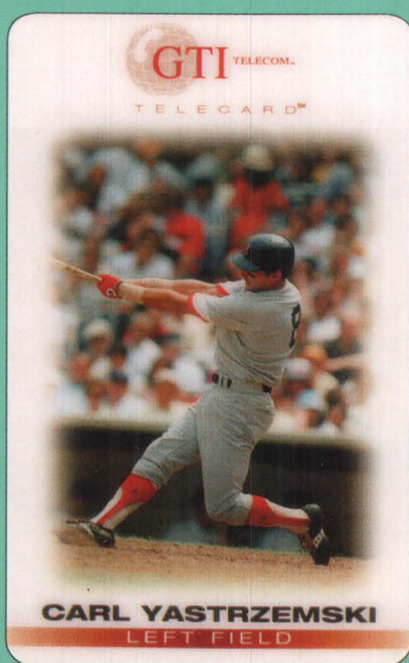
Blown Away - ACMI - RM



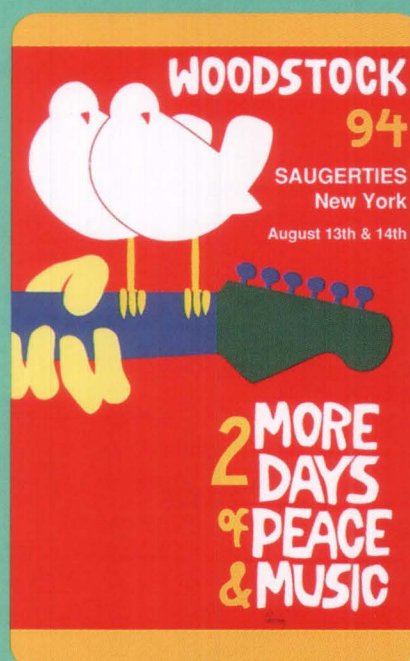
Nolan Ryan - CNSC - RM



Hillary's Husband - GTN - RM



Carl Yastrzemski - GTI - RM



Woodstock 94 - GTS - RM, NR

First Ever Commemorative Telecard Issued for Sports Trading Card Show

Attendees at the First Annual Southwest National Baseball Card Show were introduced to prepaid long distance calling cards at a booth sponsored by American Telecard Marketing (ATM) of Benbrook, Texas. Working with show organizers Marcus Promotions, Inc., ATM produced a telecard commemorating the four-day trading card show held in the Arlington, Texas, Convention Center.

According to Bob Mangus, a partner in ATM, the booth was aimed at educating the public about debit telecards. He noted, "It was quite apparent that about ninety-five percent of the show attendees were totally unfamiliar with debit calling cards, and the remaining five percent had knowledge limited to having read a magazine or newspaper article."

Another of the ATM partners, Randy Woodard, observed that

once people understand that debit cards are not credit cards, there is substantial interest. Woodard told *Premier Telecard Magazine*, "The response was quite exciting, but a great deal of time is invested in the educational process."

ATM produced 5,000 serially-numbered commemorative telecards for the Southwest National, with the focal point of the red and blue on white card being the show logo. ACMI of Memphis is the long distance service provider for the limited-time collector cards.

Each of the 200 exhibitors at the show received a complimentary commemorative card and a copy of *Premier Telecard Magazine*, courtesy of Bill Jordan. Several dealers expressed interest in adding calling cards to the inventory of the shops. Exhibitors came from California, Florida, New York, New Jersey, and Illinois, as well as

the Southwestern states.

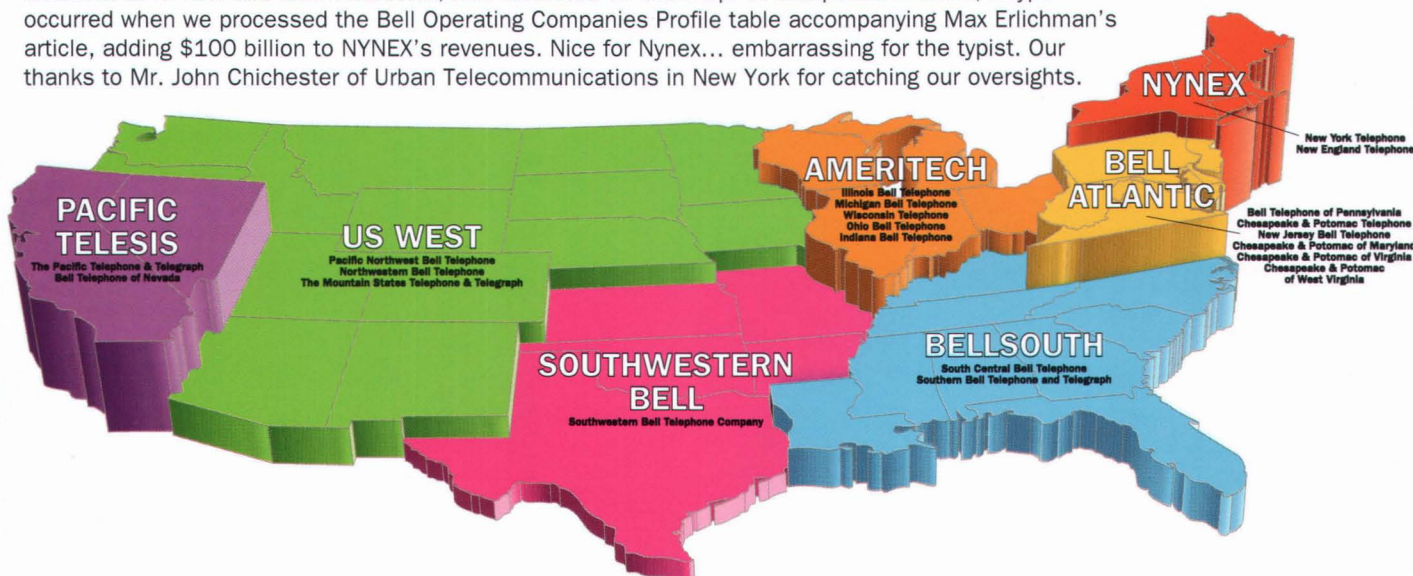
Asked to evaluate the success of the show from the telecard viewpoint, Mangus responded, "We were holding off on tentative plans until we had this show under our belt — but you can be sure that on Tuesday morning, July 5th, we will be off and running on our next project!" His two partners concurred.

Show promoters, John and Wanda Marcus, invited American Telecard Marketing to provide educational seminars and produce a follow-up commemorative for a baseball card show scheduled in February. Marcus Promotions is well-known among sports card collectors and dealers, having been invited to produce the 1986 and 1990 National sports trading card convention and show.



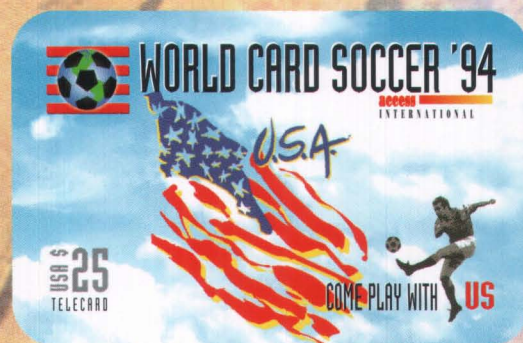
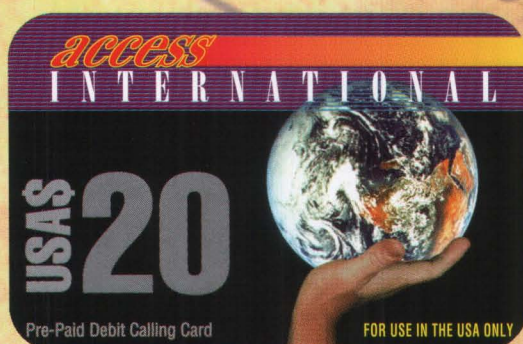
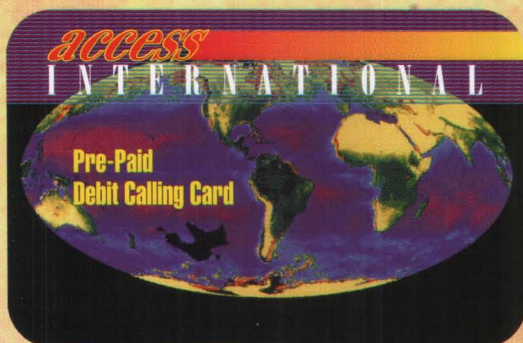
Bell Kids Misplaced

\$100 BILLION ERROR! - These two events occurred on pages 36-37 of our June issue. With seven of Ma Bell's kids to keep track of, well, our lay-out crew somehow inadvertently transposed the names and locations of NYNEX and BELL ATLANTIC, now corrected on this map. To compound matters, a typo occurred when we processed the Bell Operating Companies Profile table accompanying Max Erlichman's article, adding \$100 billion to NYNEX's revenues. Nice for Nynex... embarrassing for the typist. Our thanks to Mr. John Chichester of Urban Telecommunications in New York for catching our oversights.



access

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Reach for the world with these newest collector cards from California.

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Access International is looking for experienced agents and distributors to market our debit card program to the retail and business community.

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EarthLine Communications Presents...

The One Gift That Speaks for Itself

by Nancy Blackburn

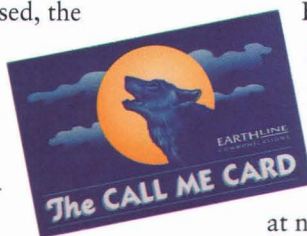
EarthLine Communications combines two popular American pastimes: exchanging greeting cards and talking. A set of 24 greeting cards, each of which include an 8-minute "The Call Me Card," provides a new and inexpensive gift choice. With a selection from Laugh Lines, Cat Calls, and C'est la vie, young and old alike will get a chuckle from the fun messages.

When the greeting card is selected and purchased, the customer receives a disposable voucher telecard at the cash register to be inserted into pre-cut slots inside the card. The cards retail for \$7.50. Each "Call Me Card" has an exclusive PIN number, along with instructions for using the telecard.

When prepaid time runs out, the

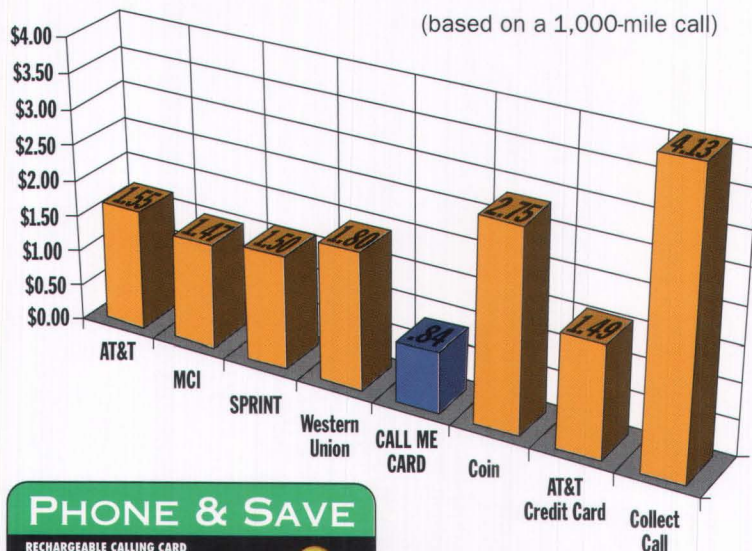
recipient can add more time to the phonecard at EarthLine's discount rates, using the toll-free phone number and a major credit card. They will then receive a free plastic "Call Me Card" when they purchase \$20 worth of additional time. After recharging, a caller can take advantage of a variety of features at no additional charge: speed dialing, conference calling, information services, remaining balance, cost of last call, last number redial, toll-free access, voice mail, and live operator assistance.

Share the fun: Buy the "Gift of Gab" and send one to your brother, your mother, your friend or...?



COST COMPARISON for a 3-Minute Call

(based on a 1,000-mile call)



EarthLine Communications of Sausalito, California, is a limited partnership engaged in the distribution and sale of the "Call Me Cards," private label, and custom prepaid telecards. Access Telecom, Inc., of Fort Lauderdale, Florida, provides the network features and phone time through Cable & Wireless, Inc. Earthline also distributes and offers for sale the "Phone & Save Cards," with phone time provided by Transcommunications, Inc. of Chattanooga, Tennessee, which uses the Sprint network.

Focusing on the production and distribution of prepaid calling cards, EarthLine has established a marketing and distribution network to provide quality service. This includes the creation of special products and marketing of support systems such as vending machines. Sales are directed to gift stores, mass merchandisers, regional and national chains, and high-profile corporations.

EarthLine recognizes collectible telecards to be a major worldwide market. For this reason, they have created a division, headed by Richard Sochet, president, that focuses on their expansion into the international market.

DO YOU NEED CARDS PRINTED?

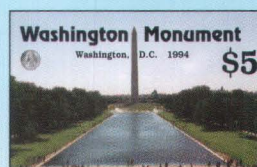
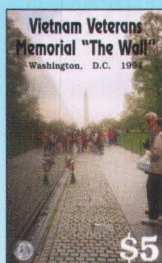
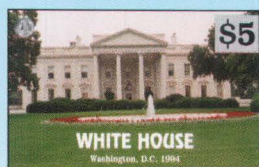
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Manufacturers & Printers of
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Sample Washington D.C. Series



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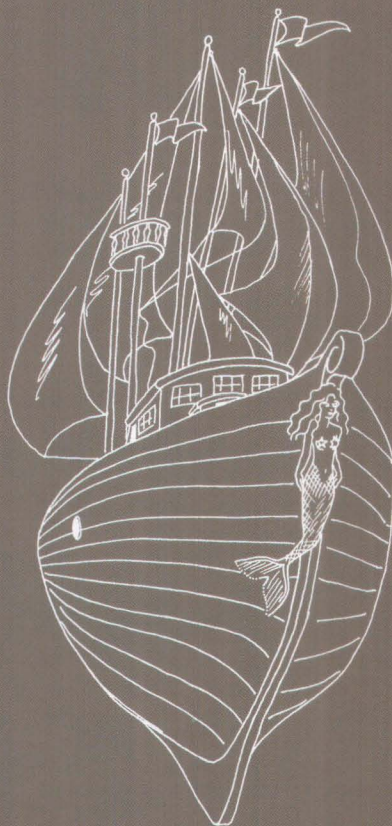


Photo by San Francisco Convention and Visitors Bureau

Premier Telecard Magazine's
annual phonecard conference and exposition
returns to San Francisco
March 9-12, 1995

For Reservation Information, contact Berdette Robison, BJE Graphics & Publishing, P.O. B

ght Telecard Tomorrow!



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Cards in Play in the U.S.A.

South Norwalk, Connecticut

"Nulla via ad pacem, pax via est" — "There is no way to peace, peace is the way" — so decrees the Telepax Middle East Peace telecards portraying the world-famous handshake between Yasir Arafat, chairman of the Palestinian Liberation Organization, and Premier Yitzhaak Rabin of Israel. This momentous event took place September 13, 1993 at the White House as U.S. President Bill Clinton looked on.

Distributed in the U.S. by Millennium Management (See ad page 34), the four-card set is dedicated to Mideast peace. Sponsored by Interpax and issued by AmeriVox, ten percent of the proceeds has been donated to the UNESCO-sponsored PEACE program to provide scholarship programs for the West Bank and Gaza. According to Rogier Fentener van Vlissingen, president of Millennium, "The Telepax card is unique because it is a multinational project, appearing in four countries simultaneously and representing three different phonecard technologies."

The total mintage of the Telepax/AmeriVox card is limited to 9,999. The first 2,500 have been set aside and are centrally featured on a folder as a set of four telecards that also include German, Dutch, and Belgian cards. A description of the project is given in four languages. The set is \$75.

Shalom
Peace
Salaam

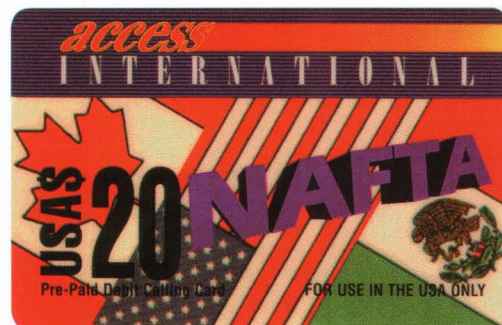


Westlake Village, California

Commemorating the North American Free Trade Agreement (NAFTA) between the United States, Canada, and Mexico, William Wade of Access International, Westlake Village, California, has announced the release of a NAFTA telecard.

Portraying the flags of the three countries, the telecard is available in two denominations: \$5 and \$20. Calling range is domestic, and calls are 37¢ a minute. There were 5,000 of the \$5 cards and 3,000 of the \$20 cards issued. Especially designed with collectors in mind, 3,000 of the \$5 cards were placed in the BJE Enterprises Collector's Packs that were available at the Phone Card Pavilion at the International Sportscard & Memorabilia Expo in Anaheim, California.

Collectors will recognize Access International as the issuer of the World Card Soccer '94 series, featured in Vol. 2, No. 6 of *Premier Telecard Magazine*. Dealers who send Access a request on their letterhead stationery will receive a free \$5 soccer card. This offer expires December 31, 1994.

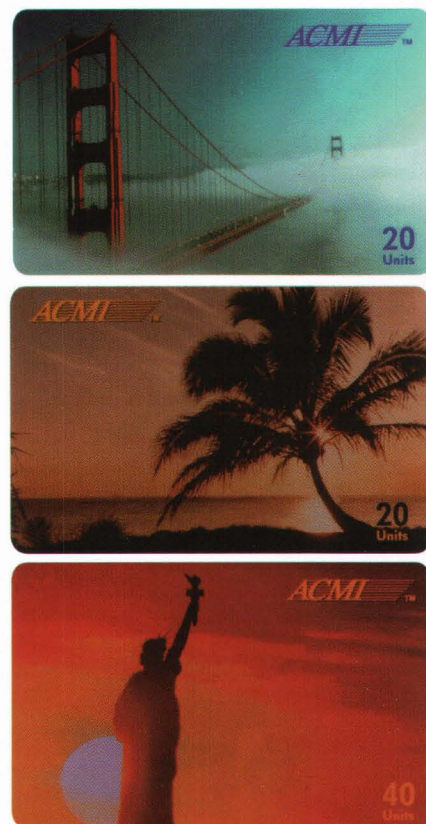


Memphis, Tennessee

ACMI issued six different UNIT TELECARDS on July 1, 1994. Each unit is equivalent to one U.S. domestic minute. The cards are considered ideal gift items since no dollar amount is shown on the card itself.

Diane Storey, Director of Provisioning, created the telecards with the traveler in mind. There are three different designs: the Golden Gate Bridge, the Statue of Liberty, and a tropical scene. There is one 20-unit and one 40-unit series for each image. The 40-unit cards were printed in quantities of 2,000 per design, with 20-unit cards in quantities of 3,000 per design.

The UNIT TELECARDS have a suggested retail of \$12 for the 20-unit card and \$24 for the 40-unit card. The cards are available from ACMI representatives and dealers throughout the U.S.



Cards in Play in the U.S.A.



Dublin, Ohio

"Talk!" is the advice given by ConQuest Telecommunication Service Corp. Founded seven years ago, ConQuest entered the telecard market in 1992. "CQ Talk!" is their icon telecard, featuring vividly colored, coiled telephone cords. ConQuest has continued to add cards to both their American Monument series and Currency series.

"Mount Rushmore," the first card of the American Monument series, was unveiled at *Premier Telecard Magazine's* Phone Card Phair in San Francisco. There were only 2,500 of this 25-minute card issued. The next two cards issued are the "Lincoln Memorial" and "Eagle and Flag." There are 10,000 each of these 25-minute denomination cards. At 35¢ a minute, these cards cost \$8.75.

Also released at Phone Card Phair, the first Currency telecard, "Assorted Coinage," featured contemporary U.S. coins; there are 2,500 of these 25-minute cards. The second Currency card, released in May, displays U.S. gold coins and features the "1 oz. fine gold—50 dollars" American Eagle coin. This 25-minute card is \$8.75.

Our advice to ConQuest: *Keep talking! We like what we hear.*



Flashback to Woodstock

GTS announced the release of two telecards to be issued in conjunction with the 25th anniversary of Woodstock. The 20-unit telecards were sold at the official anniversary concert and directly through GTS, which is based in New York City. The concert was on August 13-14, 1994. There were 3,000 of each card available at a cost of \$10 per telecard. The cards are 24 mil. plastic. They may be used to place domestic and international calls.

At least 500,000 music fans attended the original concert in 1969, although it seems like one

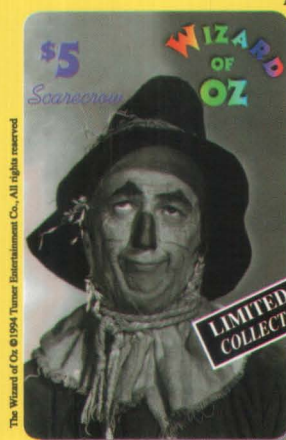
out of three people over the age of forty claim that they were there too. The three-day event held in 1969 was recorded on film.

Telecards, the latest cutting-edge communications technology will be used to immortalize the anniversary. Perhaps 25 years from now, telecard collectors will be able to say "I was there, and I have a telecard to prove it."

A rumor has surfaced that artist Peter Max may design another telecard to commemorate Woodstock. This would be a logical tribute from the man who was credited with creating artwork that fueled the altered states experienced by great numbers of people in the 1960s. Tune in for more information as it surfaces.

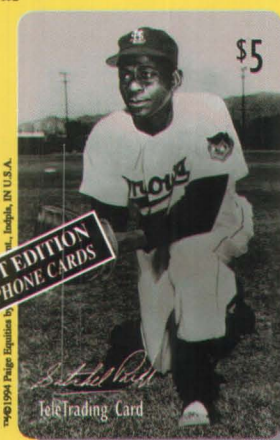


TeleTrading Cards, Inc. presents



Wizard of Oz Series

Dorothy & Toto, Tin Man, Scarecrow, Cowardly Lion, Ruby Slippers, Cast



Legends of Baseball Series

Babe Ruth, Lou Gehrig, Ty Cobb, Satchel Paige

"The Wizard of Oz and The Legends of Baseball have been two of our biggest sellers of 1994."

— John Bridges, co-owner, *Keep the Change! The Phone Card Store*

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Cards in Play in the U.S.A.

Fort Lauderdale, Florida

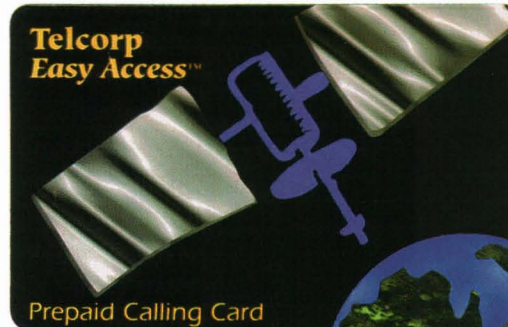
"Joy of Art" aptly describes the emotion that flows from the work of Leonardo Nierman, world-renowned painter and sculptor. A native of Mexico, his bold and energetic work can be seen in his homeland, and one of his sculptures has been selected for a future postage stamp. His special works can be seen in the Vatican Museum, Vatican City; Jerusalem, Israel; Sweden; Thailand; England; and in over 200 museums worldwide. His works can be viewed in 25 states in the United States.

Joan Sklar, executive vice president of TeleWorld International, Inc., (TW), of Ft. Lauderdale, Florida, announced the release of the first phonecards to represent Nierman's artwork. These first four telecards will be in individual black and gold stand-up presentation folders so they can be enjoyed as miniature works of fine art. The Masterpiece Edition will feature the four individual cards in denominations of \$10, \$20, \$30, and \$40. The front of the presentation will feature the work of art. The First Edition Series, limited to 2,500, is a black and gold presentation folder with four sleeves. Behind each sleeve will be a picture of the individual card. The collector may select the card individually. (See ad, page 9).



Hewlett, New York

Telcorp Telemedia Ltd. is a subsidiary of Telcorp Ltd. which was established in 1989 as a switchless reseller of AT&T and Wiltel phone lines. Telcorp Telemedia Ltd. was formed in 1994 to provide calling card and telecard services. Their first telecard series was released in May 1994. This limited release of 3,100 Telcorp Telemedia Easy Access™ telecards will serve as sample cards for sales representatives to use in presentations



with clients. Peter Hecht, account executive, described Telcorp Telemedia's plans for promoting its telecard service, "We see the premium promotion market as our priority."

Each sample card contains a sequential number which is followed by the total number of cards printed (3,100). The control number is found to the right of the bar code, and the PIN number is obscured by a cover sheet and sealed envelope. Verbal instructions are available in ten languages and the telecards may be used to generate calls from over fifteen countries, including the U.S.

TELEPAX® MIDDLE EAST CARDS

A spectacular collector set:
FOUR COUNTRIES: Germany, US (AmeriVox), Holland, Belgium, **three phonecard technologies:** Landis & Gyr, Chip, and Remote Memory, **one theme: The most memorable handshake in recent history: Yassir Arafat & Yizhak Rabin, on September 13, 1993 in Washington, coupled with a fund-raiser for the UNESCO PEACE program.**



Order yours today for our low introductory price of \$75, while supplies of this limited edition (2500 sets worldwide) last. Send your payment (Check/Money order) to:

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40 Rampart Road,
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Phone (203) 866 3975, Fax (203) 853 2748

Include \$4 for shipping and handling (total \$79).
 CT residents add 6% Sales tax (total \$83.74).

AT&T "Private" TeleTickets

The Mystery Slowly Unravels: Part II

by Steve Eyer and Karl Traut

As promised in our April issue, we are continuing the series tracing the development of AT&T telecards. Several readers of *Premier Telecard Magazine* have provided us with additional tidbits of information about AT&T TeleTickets.

We have learned that AT&T's first public test card was the America's Cup 50-unit card. It was given free to four national crews—French, Italian, Japanese, and American—in their respective languages. Three hundred forty were printed but only 200 issued, and most were not used. The recycle logo was inadvertently printed on the back, lower center portion of the America's Cup cards. AT&T's TeleTicket series, the Americana, was issued May 11, 1992.

In the April edition of *Premier Telecard Magazine* (Volume 2 Number 4), we reported that ET TeleTickets were introduced at the "Discover America International Pow Wow" in June 1992 in San

Francisco. The card was in three denominations—10, 25, and 50 units—and in nine languages. It had a five-digit number on the lower right front. The PIN code on this card is used to activate the platform.

Pick & Pack System Introduced

With the introduction of the "Pick & Pack" AT&T TeleTicket system in September of 1992, only the bar code and the two-letter language indicator over the bar code were used. Pick & Pack was a system whereby the cards were preprinted in order to shorten the long lead time between order date and shipment date. Prior to this the cards were printed after the daily orders were logged in the computer. As for the sequencing of card identifiers, that occurred as follows. In May 1992 there was a product code (letters) above the bar code. In September of 1992 a two-

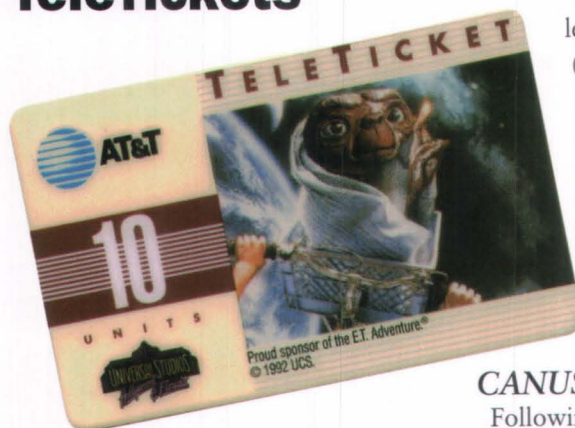
letter language code was above the bar code (EN, GR, SP, etc.), introduced with the implementation of Pick & Pack. In January of 1993 sequential numbering was used for the first time with the Aeroplan cards. Numbers were printed above the bar code. The Advisory Committee (not Advisory Council) cards were issued in 1993.

CANUSA

Following the ET issue, AT&T made plans to manufacture other private cards. A large German travel agency, CANUSA, stepped in first with an order for 40,000 cards. In July 1992 four cards were issued with "CANUSA" boldly printed on the left in the space under the AT&T logo. The scenes shown on the cards include New York City Skyline (Twin Towers of the World Trade Center), Golden Gate Bridge, Bald Eagle, and Statue of Liberty. The agency ordered 6,000 of the 25-unit and 4,000 of the 50-unit TeleTickets of each scene. Somehow from eight to ten cards slipped through with only nine digits in the PIN number instead of ten. These cards are among the rarest of the TeleTicket cards.

Ocean of Opportunity

The next TeleTicket, issued in December 1992 for the Republic of China travel agency, is called Ocean of Opportunity. AT&T issued 350 Waimea Bay TeleTickets worth 10 units each.



Japanese Travel Bureau

The Japanese Travel Bureau was next on the scene. In January 1993 they issued 10,000 of the 25-unit cards showing a photo of Monument Valley, Utah. The TeleTickets were distributed to Japanese tourists entering the United States. We have not seen one yet, but a search along the roads leading to Monument Valley might be fruitful and would certainly be scenic.

Aeroplan

Another series of private TeleTickets was also issued in January 1993. Aeroplan, a German tour group, ordered 8,500 of the 10-unit TeleTickets and 7,500 of the 25-unit. The 10-unit card shows the World Trade Center and the 25-unit, the Golden Gate Bridge. Each has the name "Aeroplan" under the AT&T logo. We haven't seen one yet, but the card has appeared on the market both in Germany and the U.S.

Best Western Motels

Best Western Motels in Berlin issued the next series of TeleTickets in March 1993. Two-thirds of the cards were issued in German, one-third in English: a total of 1,000 cards of 10 units each with the Statue of Liberty on the cover.

McDonald's

The McDonald's 3-unit card was test-marketed in eleven cities from April 1 to June 30, 1993; one was included with each purchase of a McDonald's Extra Value Meal. McDonald's ordered 100,000 telecards. Although the test was successful in increasing sales, in nine of the eleven test-market cities many McDonald's

franchise holders discontinued issuing TeleTickets around the second week of May. Too many young children were asking questions about the TeleTicket and, in the process, were holding up lines of people waiting to order meals.

AT&T encountered another unexpected snafu, caused by teenagers who delighted in placing many rather abusive calls to the AT&T "Help" line listed on the reverse side of the TeleTicket. Furthermore, another group of McDonald's TeleTicket holders did not seem to understand the purpose of the card or how to use the special features offered on the

back; these misuses burned up time on the card. There were many unhappy McDonald's TeleTicket holders because of these problems, and AT&T caught

a lot of flack, so the project was suspended.

Meanwhile in England the first trial of a set of McDonald's telephone cards concluded in October 1993. The cards were designed to use BT/Landis & Gyr optical equipment. British telephone dealers increased their caloric intake by leaps and bounds. BT planned a nationwide advertising campaign in conjunction with a card series. A key to the success of the British program is that no special features exist, and the card allows ten local calls instead of just three. Another major difference is that the cards were marketed to breakfast customers, most of whom are adults. However, age per se is not a barrier to the successful marketing of telecards.



In Western Europe most children over a few years old are familiar with the use of telecards and telecard phones.

McDonald's collectors, rise and

be heard! Although the British cards are easily obtainable, you must go to great lengths to find the U.S. TeleTicket. No sales to dealers were allowed. McDonald's policy is to recall and destroy excess promotional items. The cards have not been terminated yet and we know where they are, but we cannot get to them. Net mintage distributed might be as low as 100,000, with the great majority of those already in the landfills of eleven cities. Be sure to ask your burger-eating buddies if they have any McDonald's TeleTickets.

ET Returns

As we wrote in the April issue of *Premier Telecard Magazine*, ET had several incarnations on various TeleTickets. We have recently learned that the 1993 ET TeleTicket that we thought had been limited for sale at Universal Studios in Florida also surfaced in the concession store at Universal Studios in Universal City, California. Apparently, European dealers flew to Florida to buy up ET TeleTickets at Universal Studios. The price of admission to Universal was \$32; after that was paid, people could purchase up to five TeleTickets and get the entrance fee returned if they left within an hour. Evidently, fewer dealers took the flight to Los Angeles since the airfare to Miami was more economical from Europe.

Epcot Center - Icon of Spaceship Earth

Just after the introduction of the 1993 ET TeleTicket at Universal Studios, rumors began surfacing about a Disney telecard. In May 1993, a TeleTicket featuring the Icon of Spaceship Earth at Epcot Center was released. There were 7,500 of the 10-unit cards manufactured to be handed out at several different events: the Discover America Pow Wow Travel Trade Show in New Orleans, Louisiana; AT&T promotional meetings held in Santa Ana and San Rafael, California, and on the East Coast. A total of only 1,843 was distributed at these meetings.



Aeroplan Dusseldorf

The
"Duesseldorf am
Rhein"

(Dusseldorf on the Rhine) customcard was introduced in August 1993. Aeroplan distributed 6,000 of the 10-unit cards to promote the sister city concept of Dusseldorf and San Francisco. The cards were passed out from the Aeroplan booth at the Festival of Schadow Street, held at the end of August in Dusseldorf, Germany. Schadowstrasse is the sister street to Union Street in San Francisco. The card displays a modern view of the Dusseldorf skyline and communication tower ("spike") in the standard AT&T layout. These cards are currently available from dealers.

Auto Becker

Yet another German production is the Rolls Royce 10-unit card that commemorates the 90th anniversary of Auto Becker's Rolls Royce dealership in Frankfurt, and the 999th Silver Shadow sold at the dealership. The series is limited to 999 cards. The card has a snappy picture of the 1904 Rolls Silver Ghost and has been widely available on the market since it was issued in late 1993.

University of Illinois

The most interesting find of the last few months came right from our own backyard. A private TeleTicket for foreign students attending the University of Illinois has surfaced. The 50-unit card, called "Illicall," is only available to



foreign students who use the University accounting system, and only 250 were made and issued in

late 1993. The card depicts a standard telephone receiver spanning the ocean, and "Illicall" appears in the water below the telephone bridge. We suggest that to obtain this card, you might station yourself in a campus pub on a weekend and be on the alert for foreign accents. Drink only foreign beer and practice reading the labels so as to attract foreign students, preferably while standing on a table. If that doesn't work, get yourself enrolled as a student from Timbuktu!

Peace

What we believe will be the last private AT&T TeleTicket was produced for the firm Galuba in Germany. The 10-unit Peace TeleTicket shows two girls

touching hands, with a peace dove in the lower left corner of the card. Ten thousand of these cards were issued in November 1993 and will be readily available on the market.

TeleTicket Talk

The rumored NASA/Space Shuttle private card never materialized. The only NASA card is the regular issue Lunar Module TeleTicket. We noticed a variation on these cards. One line over the bar code reads "NASAxxxx" on some cards, "ALMA Xs" on others. Whether two types of designators were also used on the other ten early cards isn't clear yet. Since these cards came from an AT&T employee, one card may have been for internal distribution and quite difficult for collectors to obtain.

Please continue to send *Premier Telecard Magazine* any items of information you find regarding these AT&T cards, so that we may fill in any pieces of the puzzle still missing.



Editor's Note:

A special thanks is due to Max Erlichman, not just for his impeccable research on this article, but for his willingness to share the information.

This chart describes AT&T TeleTicket cards issued in 1992 and 1993:

Issued	Subject	Units	Quantity Issued	Remarks
AT&T TeleTickets 1992				
April	America's Cup Card	50	200	340 printed
July	Democratic National Convention CANUSA	10, 25, 50 25 & 50	2,300 6,000 & 4,000	
August	Republican National Convention	10 & 25	1,400 & 400	Three 50-unit cards exist; 300 update cards were issued
December	Ocean of Opportunity	10	350	EN
AT&T TeleTickets 1993				
January	Japan Travel Bureau, Osaka	25	10,000	Issued in Japan to clients traveling to U.S.
	Aeroplan, Germany	10 & 25	8,500 & 7,500	
March	Best Western Hotels, Berlin	10	1,000 cards	EN & GR
April	AT&T Advisory Committee	Unkn.	400	Company Internal
	McDonald's Value Meal	3	100,000	Joint AT&T/McDonald's
May	Spaceship Earth at Epcot Center	10	7,500	Intended for '93 New Orleans Pow Wow
August	"Illicall"	50	250	University of Illinois
	Aeroplan "Duesseldorf am Rhein"	10	6,000	
September	Homewood Suites	10 & 50	450	NL
N/A	Auto Becker	10	999	German Auto Dealer
November	PEACE	10	10,000	Germany
ET TeleTickets 1992-93				
April (?)	POET xxxxx	N/A	N/A	Issued to train staff at AT&T HELP facility
May	Discover America International			
	PowWow/San Francisco	10, 25, 50	1,380 issued	AT&T/Universal Studios
N/A	ET-Universal Studios	10, 25 & 50		10,000, 5,000 & 2,000

NOTE: Total mintage of the entire 1992-93 ET Series, exclusive of the Pow Wow cards, was about 17,000, divided as follows: 10,000 of the 10-unit, 5,000 of the 25-unit, 2,000 of the 50-unit.



Soccer Cards Score in USA

Soccer Mania Reigns in U.S.!

Kansas City, Missouri – Sprint Soccer Calling Cards give soccer fans from around the world the opportunity to show support for their favorite team. With more than 1 million visitors expected to travel to the United States for the World Cup '94 soccer tournament, Sprint is proud to be the official long distance provider for World Cup USA, the sponsor of this summer's World Cup '94 international tournament.

There are a total of 24 team cards representing the top teams in soccer. Each card has a distinctive four-color design featuring the team's colors and national flag. Each team's card is

available in \$20 and \$25 denominations. Domestic calls cost 60¢ per minute; international rates vary by the region called. The cards will be available through mid-summer.

Sprint is a diversified, international telecommunications company with the United States' only nationwide all-digital, fiber-optic network. It provides global long distance voice, data and video products and services, local

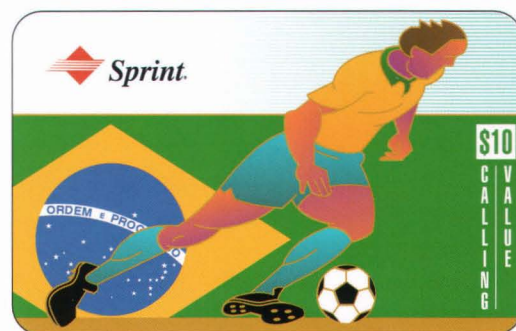
telephone services to more than 6 million subscriber lines in 19 states, and cellular operations that serve 42 metropolitan

areas and more than 50 rural service areas.

To quote Harry Campbell, director of multimedia marketing

and business development at Sprint, "Either for calling or for collecting, Sprint Soccer Calling Cards make a great gift for the soccer fan."

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Ameritech Soccer Series Scores

Chicago, Illinois – Cleo Pirpiris, Ameritech's director of prepaid communications marketing, described the mood surrounding the release of the Ameritech Coin\$aver Soccer Series: "Soccer mania is hitting a fevered pitch in the Ameritech region because of the World Cup Soccer Tournament. We've got the opening ceremonies and first match being played in Chicago, and the first ever indoor match being played in the Pontiac Silverdome in Michigan. So we expect consumers and collectors alike to express strong interest in the soccer series debit cards."

The wallet-sized telecards depict brightly-colored artist's renderings of battling soccer players against a striking black background on the front sides of

three different cards. The cards are available in denominations of \$2, \$5, and \$10.

The Coin\$aver telecards may only be used to place calls from

Ameritech pay phones.

There are 240,000

Ameritech

pay phones in their five-

state service area which includes Illinois, Indiana,

Michigan, Ohio and Wisconsin. Card holders must

dial an 800 number, enter the PIN shown on the telecard, then dial the phone number of the person they are calling. Voice prompts guide the caller through the call step-by-step. The remaining value of the card is announced each time it is used. Instructions are available in English and Spanish. Calls may be placed virtually anywhere in the World.

The Ameritech soccer series may be purchased at select retail locations throughout the five-state service area, including the Open Pantry chain of convenience stores. The telecards may also be ordered directly from Ameritech by calling their toll-free number.



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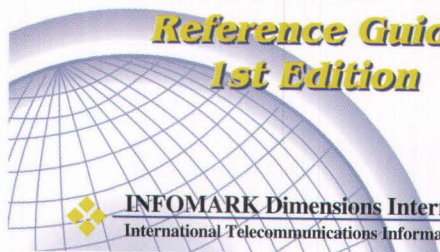
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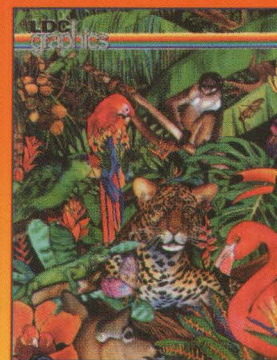
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Call America Enters Debit Card Arena

by Leslie Gainer

"I'm kind of the tail being wagged by the dog," admitted Jeff Buckingham, when discussing the entry of his telco into telecards. Call America is a full-service telephone company established in 1983 in San Luis Obispo, California, and Jeff Buckingham is one of the telco's founders. Mr. Buckingham first learned about the cards several years ago through his peers and industry publications. Initially, he was skeptical about the integrity of some of the people involved in telecards. He felt that many of them were more interested in making a quick buck than guaranteeing reliable telephone service. Mr. Buckingham had worked too long and hard establishing his successful telco to risk his credibility with a dubious product. His negative perception has been tempered in the

last year as he has watched a number of reputable companies, both large and small, introduce the product.

Mr. Buckingham observed, "Debit cards are becoming more legitimized, more mainstream." He and his staff perceive the hospitality industry as an excellent client base for their telecards. Call America clients are largely located in Central California, where the economy prospers from tourism.

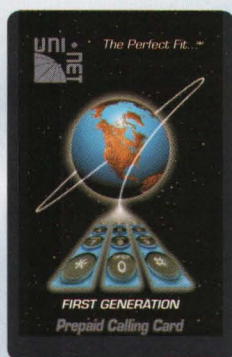
Russ Lovell, sales manager for Call America, says that he and his staff have already been able to pinpoint several different applications of the telecard for various clients. One motel manager did not want to offer direct-dial from rooms because of problems encountered collecting from guests. Now the motel can offer guests the option of purchasing the Call America Debit

Card and use of an in-room telephone line that only accesses toll-free numbers, including the Call America access line. Another concept is the frequent visitor program. A hotel can allow guests to accrue telephone credits for each night they stay. A Call America Debit Card will be issued to the guest, and time added as their credits accumulate. The guest can add time to the card by charging it to a credit card. This scenario is a win-win situation for both guest and the hotel. The hotel provides a valuable enticement, and the guest has access to free telephone time. The guest is also able to avoid the usual costly surcharges for using a hotel telephone, while the hotel still receives a share of revenue from the time purchased by the guest.

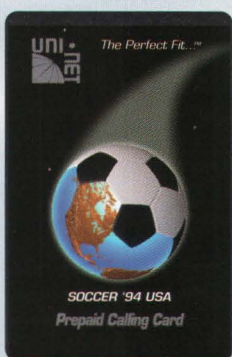
The only significant obstacle to selling the service comes from presenting the product in a way that clients can relate to. Russ Lovell and Vic Zundel recounted a visit to an account to discuss the debit cards. The client simply didn't grasp the concept of telecards until Russ put one in her hand and asked her to give it a try right there. That demonstration sold the account.

Char Webster, communications specialist with Call America, is working with an airline to tailor a program to meet its needs. She is also excited at the prospect of

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using telecards as a fund-raising tool for non-profits. Ms. Webster is the head of the company's Community Service Program. Through the program, Call America donates modern telecommunication products and support services to non-profit organizations.

Call America is initiating its telecard program with a test run of 250 cards. They have opted to use another company's platform because of the small scale of the test. According to Mr. Buckingham, "If things work well, we'll probably set up a platform for debit cards." He concluded, "I'm excited about it now. I think it's the right time to get involved in the product."



Telecard Events Calendar

DATE	EVENT
August 27-30	Taipei Telecom 94 , Taipei +44 (71) 486-1951
September 8-11	CardEx 94 , Amsterdam UK - 44 206 768591
September 30 thru October 2	TeleCard World™ '94 Conference and Exposition Jacob Javits Convention Center, New York, NY USA - (713) 974-5252
October 3-7	CaribeCom '94 , San Juan USA - (305) 670-9444

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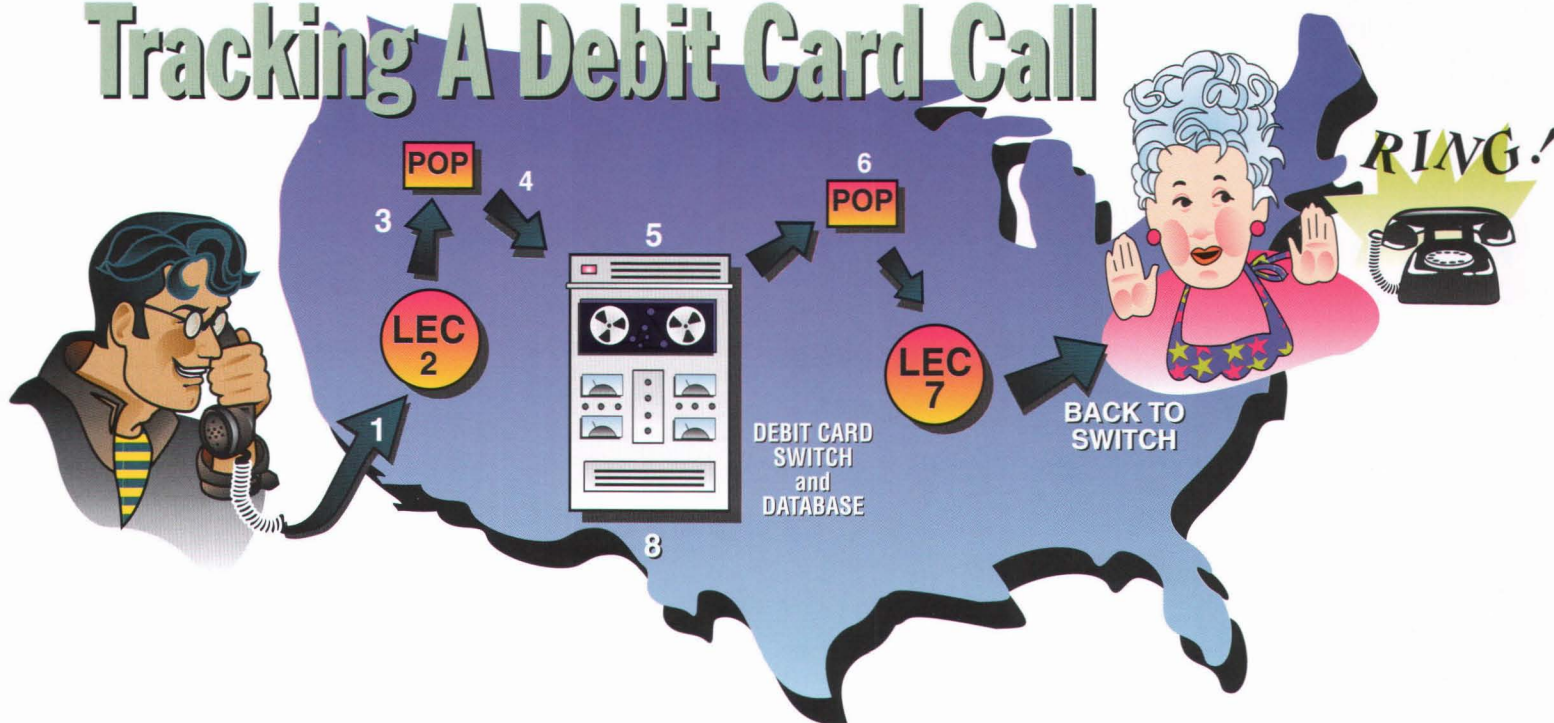
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Tracking A Debit Card Call



by Douglas P. Haughn, Chairman,
CEO of Access Telecom, Inc.

“Switch and Database” – The key to making a debit card actually work.

Debit card calling requires processing that is not needed with regular credit card calling. Credit card calls basically record the origination, termination, and duration of a call after the call is completed. In comparison, a debit card must have an on-line “remote memory” database to monitor the call in progress as well as disconnect the line when the prepaid time has expired. Since standard long distance switches do not have that ability, an additional debit switch must be added to the network.

Even though the entire call completion only takes a few seconds, a debit card call can travel thousands of miles and pass through several switches. To get the best quality transmission, a network that is 100% digital, including the debit card switch, prevents loss in signal strength or volume. If any part of the network is analog, especially the debit card switch, then there is a risk of losing volume and not having a clear, clean connection.

This is a simplified version of...

How a Debit Card Call Actually Works...

1. Dial the toll-free access (800) number from any touch tone phone.
2. The call goes to the local exchange carrier (LEC) or local Bell Company.
3. The LEC looks for the 800-number in its database to determine which interexchange carrier (IXC) or long distance company to send it to.
4. The IXC receives the call in its point of presence (POP) or switch and then passes it to the debit card switch.
5. The debit card switch answers the call and prompts you for your personal identification number (PIN) or card identification number (CIN). You are then prompted to dial the telephone number you wish to call, balance permitting.
6. The call is sent to a POP and then to the LEC closest to the city you are calling.
7. The LEC terminates the call on the telephone number you dialed and then returns a ring or busy signal to the caller.
8. Then the debit card switch monitors the duration of the call and debits the caller's account real time. When the balance reaches a certain point, usually one, two, or three minutes, a warning is given. When it reaches zero, the switch disconnects the call.

Answering the Important Questions of Life

Scenario #1:

As you are packing at midnight for a 6:30 a.m. flight, you realize you have not a clue as to the temperature in New York City. Searching for the weather report, you remember you have wrapped the garbage in the newspaper and dumped it in the trash. Will you need a bathing suit or parka? Sandals or galoshes?

Scenario #2:

Your nephew Jason, the one with the blue fluorescent hair, is graduating from high school. You are a connoisseur of classical music. Not wanting to foist your

musical tastes on Jason, what "pop" CD would make the perfect gift?

Scenario #3:

The newspaper boy throws the paper on the roof... the kids have Nintendo attached to the TV, and you can't figure out how to disconnect it and so, you miss the news. From sheer exhaustion, you sleep through the 11 o'clock news. As you stagger to bed, you remember you have tickets to the fourth game of the World Series tomorrow — is the game on or not?

Now these aggravating questions of a harried and busy life can be quickly answered with the touch of a few buttons — phone buttons, that is. ACMI of Memphis, Tennessee, announced the implementation of their Interactive Information Services with over 1100 options to choose from: an Associated Press 5- or 2-minute news update; U.S., Canadian and international weather; 24-hour

quotes from NYSE, AMEX, and NASDAQ; and music lines featuring popular, rock, classical, country, rap, and rhythm and blues. The sports scoreboard updates pro and college games, the American and National Baseball Leagues, NBA, NHL, NFL, as well as golf, tennis, motorsports, soccer, and wrestling.

On a rainy day, you can have the children listen to a story, while you work the Newsday crossword puzzle faxed to you daily. For dinner, check-out the recipes for shrimp, chicken, chocolate, soup, microwave, and the holidays. You can catch up on the doings of people in the news, soap operas, and Star Trek. You may play interactive trivia games or learn how to fix your car's problems.

To access this service, dial ACMI's toll-free number on the back of your telecard, enter your private calling code (PIN), press 1#, and then the four-digit number for the category you wish to hear. You may press the # key to interrupt and enter another four-digit number for another category. Cost per minute is 60¢.

This is a feature of the ACMI "Anywhere" telecard that should prove to be fun, entertaining, and informative.

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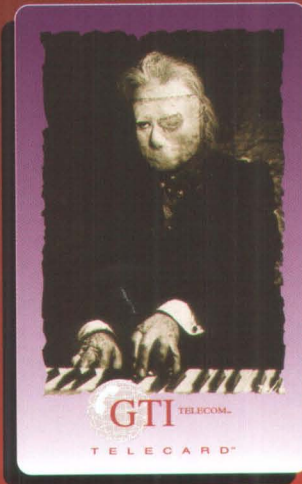
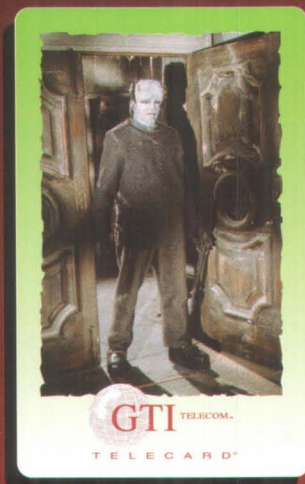
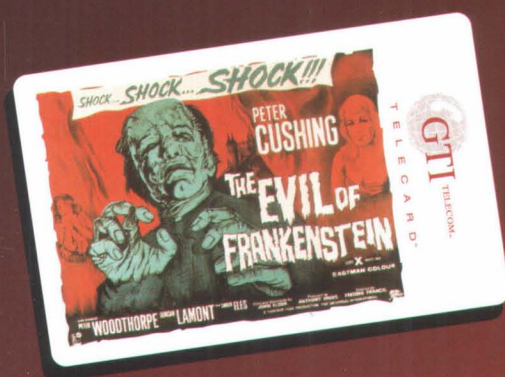
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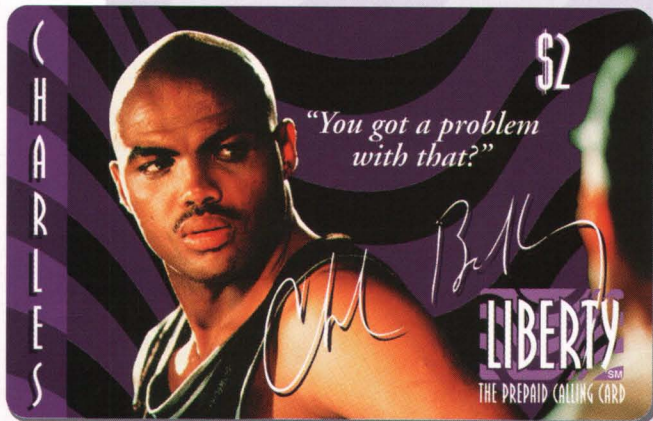
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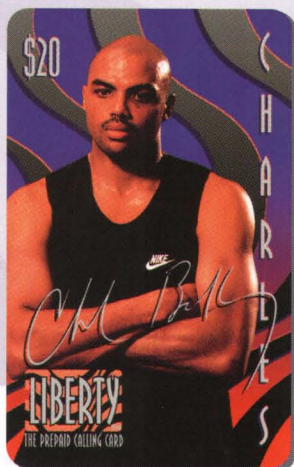
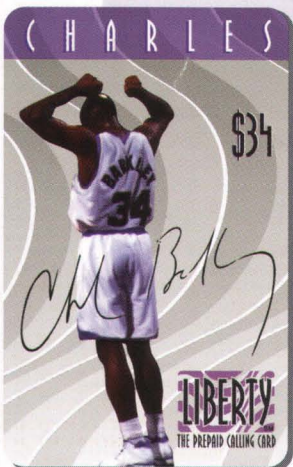
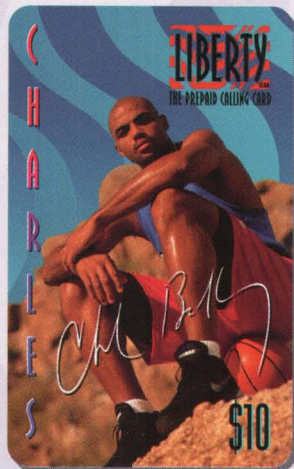
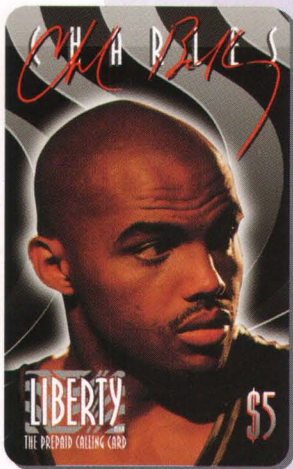
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