

Promotional Offerings
Description and Justification
Transmittal No. 12
October 1, 2004

With this filing, SureWest Telephone is proposing to offer special promotional service offerings, special arrangements or demonstrations designed to attract new customers, to stimulate customer usage and/or increase customer awareness of the Company's services.

This promotion waives the nonrecurring charge associated with the establishment of ADSL service one-year or two-year plans at the speed of up-to 1.0 Mbps/128 kbps. This promotion also waives the nonrecurring charge associated with the establishment of WMVT Service.

The promotion will begin October 16, 2004 and will apply to all new service orders taken up to and including December 31, 2004 with a requested installation date no later than January 31, 2005.