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December 10, 2004

Ms. Beth Salak, Director
Division of Competitive Markets and Enforcement
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, we are filing revisions to our General Subscriber Service Tariff. Attached for filing with the Commission is the following tariff page:

General Subscriber Service Tariff

Section A2 - First Revised Page 32.1
- First Revised Page 32.2

These revisions establish the \$100 Cash Back promotion. Attachment A contains an Executive Summary of the program.

Yours very truly,

Regulatory Vice President

\$100 Cash Back Offer

Overview

The \$100 Cash Back Offer promotion is scheduled to begin on December 27, 2004 and end on December 26, 2005. Services included in this promotion are:

- BellSouth® Complete Choice® plan (single or multiple lines)
- BellSouth® Area Plus® with Complete Choice® plan (single or multiple lines)
- BellSouth® PreferredPack® plan

Promotion Specifics

Customers returning to BellSouth and purchasing a qualifying local service product will be eligible to receive \$100 cash back.

Restrictions/Eligibility Requirements

- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
- Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.
- Customer must have not had local service with BellSouth for at least ten (10) days prior to the new service connection date to be eligible.
- Customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.
- Customer must place the order on or before 12/26/05.
- Offer valid for only one (1) service line at the intended local service address.
- Customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel.
- Customer must complete and mail a rebate coupon to a specified address by the date specified on the coupon in order to receive the \$100 cash back.
- After customer completes the above requirements, he/she will receive the \$100 cash back. If customer cancels or discontinues the qualifying service prior to fulfillment, he/she will be ineligible for the cash back offer.
- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- Customer must have the eligible services on their new service (N) order to receive the promotional offer.
- Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	
BellSouth's Service Territory - From Central Office where services are available	\$100 Cash Back Offer -- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned. -- Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines. -- Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. -- Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible. -- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. -- Offer valid for only one (1) service line at the intended local service address. -- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.	-- \$100 cash back will be given to customers returning to BellSouth and purchasing BellSouth Complete Choice PreferredPack plan. -- The customer must place the order on or before 12/26/05 . -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. -- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back. -- Once the customer completes the above requirements they will receive the \$100 cash back. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash back offer.	12/27/04 to 12/26/05	(C)
				(C)

ISSUED: December 10, 2004
 BY: Joseph P. Lacher, President -FL
 Miami, Florida

EFFECTIVE: December 27, 2004

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	(C)
BellSouth's Service Territory – From Central Office where services are available	<p>\$100 Cash Back Offer (Cont'd)</p> <p>-- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan, BellSouth Complete Choice Two-Line Plan package, BellSouth Complete Choice Three-Line Plan package, Area Plus with BellSouth Complete Choice plan, Area Plus Two-Line Plan package with BellSouth Complete Choice, Area Plus Three-Line Plan package with BellSouth Complete Choice, BellSouth PreferredPack plan, BellSouth PreferredPack plan for Voicemail.</p>	<p>-- Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.</p>	<p>12/27/04 to 12/26/05</p>	

ISSUED: ~~December 17, 2003~~ December 10, 2004

EFFECTIVE: ~~January 2, 2004~~ December 27, 2004

BY: Joseph P. Lacher, President -FL
 Miami, Florida

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	
BellSouth's Service Territory – From Central Office where services are available	\$100 Cash Back Offer -- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned. -- Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines. -- Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. -- Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible. -- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. -- Offer valid for only one (1) service line at the intended local service address. -- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.	-- \$100 cash back will be given to customers returning to BellSouth and purchasing BellSouth Complete Choice PreferredPack plan. -- The customer must place the order on or before 12/26/04 <u>5</u> . -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. -- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back. -- Once the customer completes the above requirements they will receive the \$100 cash back. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash back offer.	01/02/04 <u>12/27/04</u> to 12/26/04 <u>5</u>	(NC)
				(N)
				(NC)
				(N)

ISSUED: ~~December 17, 2003~~ December 10, 2004

EFFECTIVE: ~~January 2, 2004~~ December 27, 2004

BY: Joseph P. Lacher, President -FL
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A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	
BellSouth's Service Territory - From Central Office where services are available	\$100 Cash Back Offer (Cont'd) -- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan, BellSouth Complete Choice Two-Line Plan package, BellSouth Complete Choice Three-Line Plan package, Area Plus with BellSouth Complete Choice plan, Area Plus Two-Line Plan package with BellSouth Complete Choice, Area Plus Three-Line Plan package with BellSouth Complete Choice, BellSouth PreferredPack plan, BellSouth PreferredPack plan for Voicemail.	-- Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.	01/02/04 <u>12/27/04</u> to 12/26/04	(NC) (N)