

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

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**Jerry D. Hendrix**

Vice President  
Regulatory Relations

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December 16, 2005

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, enclosed is a package filing to extend BellSouth Movers Gift Card Offer.

General Subscriber Service Tariff

Section A2

- 3rd Page 35.6.10

The issue and effective dates for this tariff package are December 16, 2005 and January 1, 2006, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments

## **BellSouth Movers Gift Card Offer**

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth plans the following promotion that will begin January 1, 2006 and end December 31, 2006. Consumers identified as having a high propensity to move will receive a Direct Mail Piece advising them that, by calling a designated 800 # to place their N or T order with BellSouth, or going to the a pre-defined URL, they will be eligible to receive a twenty-five dollar (\$25) gift card for 800 # orders or a thirty-five dollar (\$35) gift card for orders placed online at the specified URL. Gift cards will be distributed based upon coupon fulfillment.

Services included in this promotion are:

- Order new service or transfer existing residence service with BellSouth via an 800 number or at the specified URL.

### **PROMOTION SPECIFICS:**

All new and transfer orders completed by an 800 number will receive:

- A mail-in coupon for a free twenty-five dollar (\$25) gift card or a free thirty-five dollar (\$35) gift card for orders placed online at the specified URL.
- Within four to six (4-6) weeks after the online order has completed, a redemption e-mail, which includes a mail-in coupon for a free gift card will be distributed to the customer.

### **PROMOTION RESTRICTIONS:**

- Customer must place an N or T order with BellSouth.
- Customer must place their order by calling the designated 800# or online at a specified URL.
- Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.
- Order must complete within thirty (30) days of issue date.
- Customers must submit coupon within ninety (90) days of order date.
- Order must be placed between January 1, 2006 and December 31, 2006.
- Targeted out of region customers must purchase BellSouth service within the BellSouth region to receive the gift card.
- BellSouth reserves the right to modify or terminate this promotion at any time after notice is given the Commission.
- This promotion is not available for resale.

## 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	Movers Gift Card Offer	Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 gift card <i>or to connect to a specified URL to receive a \$35 gift card.</i> Gift cards will be distributed based on coupon fulfillment.	01/01/06 to 12/31/06	(C)
		Rules And Regulations		
		--Customer must place an N or T order with BellSouth.		(T)
		--Customer must place a valid BellSouth phone number on their redeemed coupon to receive <i>this offer.</i>		(C)
		--Customer must place their order by calling the designated 800 number <i>or a specified URL.</i>		(C)
		-- Order must complete within thirty (30) days of issue date.		(N)
		-- Customers must submit coupon within ninety (90) days of order date.		(N)
		-- Order must be placed between January 1, 2006 and December 31, 2006.		(N)
		--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.		
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.		

**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	Movers Gift Card Offer	Customers identified as having a high propensity to move may receive a bill insert- or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 gift card <u>or to connect to a specified URL to receive a \$35 gift card.</u> Gift cards will be distributed based on coupon fulfillment.	<del>08/01/0401/ (C)</del> <u>01/06</u> to <u>12/31/0506</u>
		Rules And Regulations	
		--Customer must place an N or T order with BellSouth.	(T) (C)
		--Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty five dollar (\$25.00) gift card <u>this offer.</u>	(C)
		--Customer must place their order by calling the designated 800 number <u>or a specified URL.</u>	(C)
		-- Order must complete within thirty (30) days of issue date.	(N)
		-- Customers must submit coupon within ninety (90) days of order date.	(N)
		-- Order must be placed between January 1, 2006 and December 31, 2006.	(N)
		--Customer must place an N or T order with BellSouth.	(T)
		--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.	
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	