

BELLSOUTH

BellSouth Telecommunications, Inc.

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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 \$100 Cashback Or Gift Card Offer.

General Subscriber Service Tariff

Section A2

- 4th Revised Page 32.1

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 Hendrix (mrs)

Regulatory Vice President

Attachments



Promotion Description

BellSouth \$100 Cash Back , VISA(R) Card, or Target(R) Card Offer

OVERVIEW OF PROMOTION:

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth \$100 Cash Back, VISA(R) Card, or Target(R) Card Offer will run from January 1, 2006 to December 31, 2006. Customers returning to BellSouth who purchase Complete Choice or BellSouth Preferred Pack will be eligible to choose between one of the following: \$100 Target(R) gift card, \$100 VISA(R) Card, or \$100 Cash Back. Upon receipt of the redemption coupon the customer will indicate which reward they prefer.

Services Included in this Promotion:

1. BellSouth Complete Choice
2. BellSouth PreferredPack
3. Area Plus

PROMOTION SPECIFICS:

1. The customer must switch their local service to BellSouth and purchase any one of the following:
 - a. BellSouth Complete Choice plan
 - b. BellSouth Complete Choice Two-Line Plan package
 - c. BellSouth Complete Choice Three-Line Plan package
 - d. Area Plus with BellSouth Complete Choice(R) plan
 - e. Area Plus Two-Line Plan package with BellSouth Complete Choice
 - f. Area Plus Three-Line Plan package with BellSouth Complete Choice
 - g. BellSouth PreferredPack Plan
 - h. BellSouth PreferredPack Plan for Voicemail.
2. The customer must place the order on or before December 31, 2006.
3. Offer valid for only one (1) service line at the intended local service address.
4. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
5. 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 Reward (Cash Back, VISA(R) Card, or Target(R) Card).
6. Once the customer completes the above requirements they will receive the \$100 Reward (Cash Back, VISA(R) Card or Target(R) gift card). If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the reward. Failure to specify which reward a customer prefers will result in fulfillment of \$100 Cash Back reward.

PROMOTION RESTRICTIONS:

1. 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.
2. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one (1) or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.
3. 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.



Promotion Description

4. Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date to be eligible.
5. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
6. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
7. 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.
8. Offer may not be combined with the reacquisition \$100 VISA(R) card offer or the reacquisition \$100 Cash Back offer. Customer must, instead, select the \$100 VISA(R) card or the \$100 Cash Back offer or the \$100 Target(R) gift card offer.

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 or Gift Card Offer	Customers returning to BellSouth and purchasing a Complete Choice family plan or PreferredPack plan will be eligible to receive \$100 cash back or a \$100 gift card. Restrictions and Eligibility Criteria: -- 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. -- The 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 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. -- The customer must place the order on or before 12/31/06 . -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel. -- 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 or gift card. -- Once the customer completes the above requirements they will receive the \$100 cash back or gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for this offer.	3/24/05 to 12/31/06	(C)

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 or Gift Card Offer	Customers returning to BellSouth and purchasing a Complete Choice family plan or PreferredPack plan will be eligible to receive \$100 cash back or a \$100 gift card. Restrictions and Eligibility Criteria: -- 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. -- The 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 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. -- The customer must place the order on or before <u>12/31/0506</u> . -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel. -- 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 or gift card. -- Once the customer completes the above requirements they will receive the \$100 cash back or gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for this offer.	3/24/05 (C) to <u>12/31/0506</u>