



## Promotion Description

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**BELLSOUTH**

*BellSouth Telecommunications, Inc.*

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June 23, 2006

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

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, BellSouth is revising its Answers Promotion that became effective on May 5, 2006 and extends through September 10, 2006. The revisions are the dollar values associated with the answers 2006 offer and an additional of a Visa Gas card option.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President



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### BellSouth Answers

FL 2006-1128

#### OVERVIEW:

The BellSouth Answers promotion will be revised beginning June 26, 2006. This promotion began May 5, 2006 and is scheduled to end on September 10, 2006. This promotion is not available for resale. This revision changes the rewards to customers who are new subscribers to the following services and adds a gas gift card as a reward.

- \$25 for BellSouth Long Distance Unlimited Plans.
- \$75 for BellSouth FastAccess and who subscribe to Ultra or higher level of service.
- \$75 for Cingular® wireless service plans with a two (2) year service agreement. Prepaid plans are excluded.
- \$125 for DIRECTV® service plans of \$44.99 or higher per month when they also are new subscribers to FastAccess Ultra or higher level of service.

#### PROMOTION SPECIFICS:

Customers newly or currently subscribing to any local class of service (example: Complete Choice, Area Plus with Complete Choice, 1FR) and:

•Unlimited LD: New subscribers to a domestic BellSouth Long Distance Unlimited Plan during the promotion period are eligible to redeem for a \$25 reward that may be in the form of check, Visa® Gift card or Gas Gift Card, or other award of comparable retail value or cash equivalent.

•DSL: Customers newly subscribing during the promotion period to a FastAccess plan (Ultra or higher speed) are eligible to redeem for a \$75 reward that may be in the form of check, Visa® Gift card or Gas Gift Card, or other award of comparable retail value or cash equivalent. Note: Customer must be a new FastAccess subscriber.

•Cingular® Wireless: Customers newly subscribing during the promotion period to a Cingular® wireless plan (prepaid plans are excluded) with a two (2) year agreement are eligible to redeem for a \$75 reward that may be in the form of check, Visa® Gift card or Gas Gift Card, or other award of comparable retail value or cash equivalent.

•DIRECTV® service: Customers newly subscribing to a FastAccess plan (Ultra or higher speed) and DIRECTV® service plan priced at \$44.99 or more a month are eligible to redeem for a \$125 reward that may be in the form of check, Visa® Gift card or Gas Gift Card, or other award of comparable retail value or cash equivalent. Note: Customer must be a new FastAccess subscriber.

#### PROMOTION RESTRICTIONS:

1. Customer must place order for promotion eligible product(s) or service(s) between June 26, 2006 and September 10, 2006.
2. Customer order must be completed prior to reward redemption.
3. Customers must redeem their premium through a specified toll free number or through a specified website within the redemption period ninety (90) days from order date to receive their reward. Note: DSL reward is redeemable only through the website.
4. Customer must be a current subscriber to the promotion eligible BellSouth service at the time of redemption processing.
5. BellSouth reserves the right to discontinue or modify this promotion including modification to the choice of rewards at any time without customer notice.
6. Customer that transfers existing qualifying service from one address to another address is not eligible for the premium offer on that service.
7. Customer may only redeem a maximum of one (1) reward per promotion for each product during the promotion period, excluding Cingular® Wireless plans. Customers may redeem multiple rewards for Cingular® Wireless.



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8. Offer valid for only one (1) service line per account.
9. Customer need not purchase the combination of FastAccess service and DIRECTV® services concurrently but both products must be newly purchased within the promotional period be eligible for the \$125 reward.
10. An existing BSLD PIC or Plan customer (non-Unlimited) who upgrades to domestic BSLD Unlimited within the promotion period and who otherwise qualifies is eligible to receive the reward.
11. Customer must activate FastAccess, Cingular® Wireless, and/or DIRECTV® service within ninety (90) days of order completion to qualify for the respective reward.
12. Cingular® Wireless, FastAccess, and/or BSLD services must be billed on the customer's BellSouth bill to be eligible for the respective reward.
13. Customer disconnecting or deactivating domestic BSLD Unlimited, FastAccess, DIRECTV® and/or Cingular® service during the promotional period and then reconnecting or reactivating the same service is not eligible for the promotion.
14. Existing Cingular® Wireless customers with combined billing who changes or upgrades their existing wireless plan within the promotion period is not eligible for promotion for Cingular® Wireless service under this Promotion. (For CIT combined billing does not apply).
15. Existing Cingular® Wireless customers who have combined bill with BellSouth are eligible to redeem Cingular® Wireless rewards for the promotion when they add an additional Cingular® Wireless plan within the promotion period. There is not a restriction to the number of Cingular® Wireless plans a customer may add. Prepaid plans are excluded.
16. Customer must be a new DIRECTV® subscriber; opt-in customers are not eligible for the promotion.
17. Rewards valued at \$25, \$75, and \$125, may be in the form of a check, Visa® Gift card or Gas Card, or other rewards of comparable retail value.

### Affiliate Eligibility

#### Cingular® Wireless

- Affiliates must be purchased through the bundle window and combined billed to qualify.
- Cingular® Wireless customers qualify only if a new Cingular® wireless plan is purchased with a two (2) year service agreement.
- Existing Cingular® customer plan changes are not eligible.
- Prepaid wireless plans are not eligible.

#### Unlimited BSLD

- Any new subscriber is eligible for one (1) \$25 reward per promotion. Multiple other BSLD promotions may be combined.
- Any additions of a new domestic Unlimited BSLD plan are eligible.
- Any plan changes among existing domestic Unlimited BSLD plans are not eligible.

#### Combined DIRECTV® and FastAccess (DSL Ultra & DSL Xtreme)

- Any new subscriber of both DIRECTV® and DSL during the promotional period is eligible for one (1) reward of \$75 for DSL and one reward of \$125 for DIRECTV®. Note: New subscribers to DSL Ultra or extreme only are still eligible for the \$75 FastAccess reward.
- FastAccess must be combined billed to qualify.
- Dial customers upgrading to DSL are eligible.
- Plan changes among DSL family are not eligible. (For example: DSL Ultra to DSL Xtreme or vice versa).
- Downgrades from DSL Products are not eligible.
- Existing DIRECTV® subscribers who opt into the bundle are not eligible for the promotion.