



Jerry D. Hendrix  
Vice President  
Regulatory Relations

AT&T Florida  
150 South Monroe St.  
Suite 400  
Tallahassee, FL 32301

T: 850-577-5550  
F: 850-224-5073  
Jerry.Hendrix@att.com  
www.att.com

April 30, 2007

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 Bundle Incentive Promotion.

General Subscriber Service Tariff

- Section A2 - 1<sup>st</sup> Revised Page 35.6.62
- 1<sup>st</sup> Revised Page 35.6.62.2

The issue and effective dates for this tariff package are April 30, 2007 and May 1, 2007, 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

## Promotion Description

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### 1T07-SBS-Bundle Incentive Promotion #1367

#### OVERVIEW OF PROMOTION:

In accordance with the special promotions section of the General Subscriber Services Tariff and/or the General Exchange Price List, The 1T07-SBS-Bundle Incentive Promotion is extended to 12/31/2007. This promotion offers existing BellSouth business subscribers a bill credit reward based on the service(s) purchased. The amount of the bill reward that can be received will vary depending on the combination of services purchased. Existing BellSouth Complete Choice for Business (“CCB”) subscribers can receive up to a maximum bill credit reward of four hundred and fifty (\$450.00) dollars for participation in this promotion. Existing 1FB subscribers can receive up to a maximum bill credit reward of five hundred (\$500.00) dollars for participation in this promotion.

Existing CCB customers who add:

- New 36-month local term or new BellSouth Long Distance, Inc. (“BSLD) Business Unlimited Plan or new BellSouth® FastAccess DSL service- Reward \$50 for 2 months (total = \$100)
- New 36-month local term plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service - Reward \$50 for 5 months (total = \$250)
- New 36-month local term plus new BSLD Business Unlimited Plan plus new FastAccess DSL service – Reward \$90 for 5 months (total = \$450)

Subscribers can receive a total of four hundred and fifty dollars (\$450.00) in bill credit rewards by subscribing to all named services.

Non CCB customers who add:

- New CCB - Reward \$50.00.

Receive additional rewards when New CCB is bundled with one of the following 3 options

1. New 36-month local term or new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 2 months (total= \$100)
2. New 36-month local term, plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 5 months (total = \$250)
3. New 36-month local term agreement plus new BSLD Business Unlimited Plan plus new FastAccess DSL service 384K speed or higher – Reward \$90 for 5 months (reward = \$450)

	CCB	Option 1	Option 2	Option 3
<b>CCB Reward</b>	\$ 50	\$ 50	\$ 50	\$ 50
<b>Option Reward</b>		\$ 100	\$ 250	\$ 450
<b>Total Reward</b>	\$ 50	\$ 150	\$ 300	\$ 500

Subscribers can receive a total of five hundred dollars (\$500.00) in bill credit rewards by subscribing to all named services.

Services Included in this Promotion:

1. 1FB
2. Complete Choice for Business
3. BellSouth Long Distance Unlimited Plan
4. FastAccess DSL

#### Promotion Specifics

1. Available only to existing BellSouth business customers subscribing to local exchange service.
2. Subscribers must purchase a New CCB package in order to receive the minimum fifty-dollar (\$50.00) bill credit reward.
3. Bill credit reward is applicable at the account level NOT line level.
4. Subscribers must purchase all services in the given categories in order to receive the specified bill credit reward

## Promotion Description

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amounts.

5. If the subscriber purchases new FastAccess DSL service as part of this promotion, the speed must be 384K speed or higher. Existing DSL customers upgrading service or customers who are purchasing additional FastAccess® DSL service are not eligible to participate.
6. The only BSLD plan that qualifies for this promotion is the BellSouth Business Unlimited Plan. Other domestic and complex long distance plans do not qualify.
7. If the subscriber signs a new local service term agreement as part of this promotion, the length of the term must be 36 months. 12 and 24 month terms do not qualify.
8. Promotion is available in all nine (9) states.
9. Upgrades from 1FB to CCB are eligible.
10. Existing FastAccess DSL service subscribers who add a new FastAccess DSL service are not eligible to participate in this promotion.
11. Subscribers must purchase qualifying services at the same time on the initial order to receive the specified bill credit rewards.
12. The non-recurring bill credit reward amounts will appear monthly in the OC&C section of the subscribers bill in a subsequent billing period usually within one or two billing cycles.
13. Subscribers who receive the fifty-dollar (\$50.00) or the one-hundred dollar (\$100.00) or the one-hundred and fifty dollar (\$150.00) bill rewards must keep the named service a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received. Term charges may apply if the local term agreement was selected.
14. Subscribers who receive the two hundred fifty dollar (\$250.00) or the three hundred dollar (\$300.00) bill rewards must keep all services purchased a minimum of twelve (12) months or will be subject to pay back to BellSouth the bill reward received; Term charges may apply if the local term agreement was selected.
15. Subscribers who receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill rewards must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; Term charges may apply for early termination of the local term agreement
16. In order to receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill credit reward, the subscriber must return back to BellSouth a signed 24 month service agreement. This agreement is in addition to the 36-month local term agreement that the subscriber is also required to sign as part of this promotion.
17. If the FastAccess DSL service component service is not activated within sixty (60) days of the service order completion date; **THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES.**
18. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.
19. FastAccess DSL service non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under the Program
20. BellSouth reserves the right to modify or discontinue promotion at any time

### **Promotion Restrictions/Eligibility Requirements**

- . New BellSouth business subscribers are not eligible to participate in this promotion.
- . Subscribers cannot qualify for this promotion more than once.
- . Existing Non-CCB Subscribers can receive a maximum reward of five-hundred dollars (\$500) for subscribing to all named services.
- . Existing CCB Subscribers can receive a maximum reward of four hundred fifty dollars (\$450) for subscribing to all named services.
- . The application date for orders must be between 01/01/2007 - 4/30/2007.
- . Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion
- . Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$42,000 at the time of enrollment, are not eligible to participate in this promotion.
- . BellSouth reserves the right to terminate this program at any time, provided that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.
- . Out of region customers are not eligible to participate in this promotion
- . 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	1T07-SBS-Bundle Incentive Promotion	This promotion offers existing BellSouth business subscribers a bill credit reward based on the service(s) purchased. The amount of the bill reward that can be received will vary depending on the combination of services purchased. Existing BellSouth Complete Choice for Business ("CCB") subscribers can receive up to a maximum bill credit reward of four hundred and fifty (\$450.00) dollars for participation in this promotion. Existing 1FB subscribers can receive up to a maximum bill credit reward of five hundred (\$500.00) dollars for participation in this promotion.	1/1/2007 to 12/31/2007 (C)

#### Rules and Regulations

--Existing CCB customers who add:

- New 36-month local term or new BellSouth Long Distance, Inc. ("BSLD) Business Unlimited Plan or new BellSouth® FastAccess DSL service- Reward \$50 for 2 months (total = \$100)
- New 36-month local term plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service - Reward \$50 for 5 months (total = \$250)
- New 36-month local term plus new BSLD Business Unlimited Plan plus new FastAccess DSL service – Reward \$90 for 5 months (total = \$450)

--Subscribers can receive a total of four hundred and fifty dollars (\$450.00) in bill credit rewards by subscribing to all named services.

Non CCB customers who add a New CCB - Reward \$50.00.

Receive additional rewards when New CCB is bundled with one of the following options

1. New 36-month local term or new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 2 months (total= \$100)
2. New 36-month local term, plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 5 months (total = \$250)
3. New 36-month local term agreement plus new BSLD Business Unlimited Plan plus new FastAccess DSL service 384K speed or higher – Reward \$90 for 5 months (reward = \$450).

--Subscribers can receive a total of five hundred dollars (\$500.00) in bill credit rewards by subscribing to all named services.

## 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	1T07-SBS-Bundle Incentive Promotion (Cont'd)	<p>Rules and Regulations (Cont'd)</p> <p>--Subscribers who receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill rewards must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; Term charges may apply for early termination of the local term agreement.</p> <p>--In order to receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill credit reward, the subscriber must return back to BellSouth a signed 24 month service agreement. This agreement is in addition to the 36-month local term agreement that the subscriber is also required to sign as part of this promotion.</p> <p>--If the FastAccess DSL service component service is not activated within sixty (60) days of the service order completion date; THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES.</p> <p>--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.</p> <p>--FastAccess DSL service non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under the Program.</p> <p>--New BellSouth business subscribers are not eligible to participate in this promotion.</p> <p>--Subscribers cannot qualify for this promotion more than once.</p> <p>--Existing Non-CCB Subscribers can receive a maximum reward of five-hundred dollars (\$500) for subscribing to all named services.</p> <p>--Existing CCB Subscribers can receive a maximum reward of four hundred fifty dollars (\$450) for subscribing to all named services.</p> <p>--The application date for orders must be between 01/01/2007 - <b>12/31/2007</b></p> <p>--Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion</p> <p>--Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$42,000 at the time of enrollment, are not eligible to participate in this promotion.</p> <p>--BellSouth reserves the right to terminate this program at any time, provided however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.</p> <p>--Out of region customers are not eligible to participate in this promotion.</p>	(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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	1T07-SBS-Bundle Incentive Promotion	This promotion offers existing BellSouth business subscribers a bill credit reward based on the service(s) purchased. The amount of the bill reward that can be received will vary depending on the combination of services purchased. Existing BellSouth Complete Choice for Business ("CCB") subscribers can receive up to a maximum bill credit reward of four hundred and fifty (\$450.00) dollars for participation in this promotion. Existing 1FB subscribers can receive up to a maximum bill credit reward of five hundred (\$500.00) dollars for participation in this promotion.	1/1/2007 <del>(N)</del> (C) to 4/30/12/31/2007
		Rules and Regulations	(N)
		--Existing CCB customers who add:	(N)
		• New 36-month local term or new BellSouth Long Distance, Inc. ("BSLD) Business Unlimited Plan or new BellSouth® FastAccess DSL service- Reward \$50 for 2 months (total = \$100)	(N)
		• New 36-month local term plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service - Reward \$50 for 5 months (total = \$250)	(N)
		• New 36-month local term plus new BSLD Business Unlimited Plan plus new FastAccess DSL service – Reward \$90 for 5 months (total = \$450)	(N)
		--Subscribers can receive a total of four hundred and fifty dollars (\$450.00) in bill credit rewards by subscribing to all named services.	(N)
		Non CCB customers who add a New CCB - Reward \$50.00.	(N)
		Receive additional rewards when New CCB is bundled with one of the following options	(N)
		1. New 36-month local term or new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 2 months (total= \$100)	(N)
		2. New 36-month local term, plus one of the following: new BSLD Business Unlimited Plan or new FastAccess DSL service 384K speed or higher - Reward \$50 for 5 months (total = \$250)	(N)
		3. New 36-month local term agreement plus new BSLD Business Unlimited Plan plus new FastAccess DSL service 384K speed or higher – Reward \$90 for 5 months (reward = \$450).	(N)
		--Subscribers can receive a total of five hundred dollars (\$500.00) in bill credit rewards by subscribing to all named services.	(N)

## 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	1T07-SBS-Bundle Incentive Promotion (Cont'd)	Rules and Regulations (Cont'd)	(N)
		--Subscribers who receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill rewards must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; Term charges may apply for early termination of the local term agreement.	(N)
		--In order to receive the four hundred fifty dollar (\$450.00) or the five hundred dollar (\$500.00) bill credit reward, the subscriber must return back to BellSouth a signed 24 month service agreement. This agreement is in addition to the 36-month local term agreement that the subscriber is also required to sign as part of this promotion.	(N)
		--If the FastAccess DSL service component service is not activated within sixty (60) days of the service order completion date; THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES.	(N)
		--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.	(N)
		--FastAccess DSL service non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under the Program.	(N)
		--New BellSouth business subscribers are not eligible to participate in this promotion.	(N)
		--Subscribers cannot qualify for this promotion more than once.	(N)
		--Existing Non-CCB Subscribers can receive a maximum reward of five-hundred dollars (\$500) for subscribing to all named services.	(N)
		--Existing CCB Subscribers can receive a maximum reward of four hundred fifty dollars (\$450) for subscribing to all named services.	(N)
		--The application date for orders must be between 01/01/2007 - <del>4/30/2007</del> <u>12/31/2007</u>	(N)(C)
		--Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion	(N)
		--Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$42,000 at the time of enrollment, are not eligible to participate in this promotion.	(N)
		--BellSouth reserves the right to terminate this program at any time, provided however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)
		--Out of region customers are not eligible to participate in this promotion.	(N)