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September 28, 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 the tariff package to extend the Complete Choice Unlimited Competitive Acquisition (BUN36) promotion.

General Subscriber Service Tariff

Section A2 - 7th Revised Page 35.5.15

The issue and effective dates for this tariff package are September 28, 2007 and October 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**

### **Extension BUN36 - Complete Choice Unlimited Competitive Acquisition #1496**

#### **Overview**

The Extension BUN36 - Complete Choice Unlimited Competitive Acquisition promotion is scheduled to begin on 09/30/2007 and end on 12/31/2007. Competitive Acquisition customers will be offered Complete Choice with a AT&T Unlimited plan. These customers will also have the choice of optional free voice mail service when subscribing to this bundle.

#### **Promotion Specifics**

The MRC for BVMP should be \$0 rated within the bundle via credit USOC. This bundle is priced to achieve price parity with competitive Unlimited Bundles on a state by state basis. Pricing for the bundle varies by state. Offer includes Complete Choice (CC), Unlimited LD (Unlimited) and optional BellSouth Voice Mail Premium (BVMP).

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

1. Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than AT&T at a local service address within the BellSouth territory.
2. The customer must select AT&T as their local service provider.
3. 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 AT&T SE territory to another address in AT&T SE territory within 30 days of responding to the offer. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address.
4. This offer is not valid for out-of-region customers who are new to AT&T.
5. This offer may be extended to new or existing AT&T customers who call into a AT&T residential business office and request this specific bundle.
6. Customer must not have had local service with AT&T at least 10 days prior to the new service connection date (unless they are an existing customer specifically requesting this bundle offer).
7. AT&T employees are not eligible for this offer.
8. Offer valid for only one (1) service line at the intended local service address.
9. Offer may be combined with cash back offers on other affiliates, 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.
10. Customers may combine this offer with the service connection fee waiver promotion.
11. A specific Long Distance plan must be selected to receive the bundle pricing. PIC and LPIC to AT&T without selection of a plan do not qualify for a bundle and therefore will not enable customers to receive the discount.
12. This offer is available only in markets where CC/UL is available.
13. This offer is not available in Hernando, MS.
14. AT&T reserves the right to discontinue or modify this promotion at any time without notice.
15. The customer must place the order on or before 12/31/2007.
16. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer (unless they are an existing customer requesting this offer).
17. The customer must place the order through an AT&T business office or outbound telemarketing vendor or alternate channels as indicated.
18. Once the customer completes the above requirements, they will receive the specified discount for the products on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.

## 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
<u>AT&amp;T Florida</u> BellSouth's Service-Territory -- From Central Office where services are available (Cont'd)	Complete Choice Unlimited Competitive Acquisition Bundle <u>BUN36</u> --Residential customers who are returning to BellSouth and who subscribe to BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service are eligible for this promotion. --Customer must either not currently have service with BellSouth or not have service with BellSouth on one or more of their existing lines. --Customer must have been disconnected from BellSouth for no fewer than ten (10) days. --Customer must have local service or equivalent with another provider 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. Customers will not be required to sign a contract or make any term commitment in order to be eligible for this promotion. --The customer must switch their local service to BellSouth and purchase BellSouth Complete Choice service.	--Any qualifying residential customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth Complete Choice service monthly recurring charge in the amount of \$5.00, and a discount on their BellSouth Voice Mail Premium service monthly recurring charge in the amount of \$4.95. --The customer must place the order on or before <del>9/30/2007</del> <u>12/31/2007</u> -- BellSouth reserves the right to discontinue this promotion at any time without customer notice. --Customer must have the eligible services on their new service order (N) in order to receive promotional offer. -- Customers have the option not to take the BellSouth Voice Mail Premium service. --BellSouth employees are not eligible for this promotion. --Offer only available in markets where BellSouth Complete Choice service is available.	10/26/2006 to <u>9/12/30/1/2007</u>

ISSUED: September 28, 2007  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: October 1, 2007

## 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
<i>AT&amp;T Florida</i> Territory -- From Central Office where services are available (Cont'd)	Complete Choice Unlimited Competitive Acquisition Bundle <i>BUN36</i>	--Any qualifying residential customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth Complete Choice service monthly recurring charge in the amount of \$5.00, and a discount on their BellSouth Voice Mail Premium service monthly recurring charge in the amount of \$4.95.	10/26/2006 to 12/31/2007
	--Residential customers who are returning to BellSouth and who subscribe to BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service are eligible for this promotion.		(C)
	--Customer must either not currently have service with BellSouth or not have service with BellSouth on one or more of their existing lines.	--The customer must place the order on or before 12/31/2007	(C)
	--Customer must have been disconnected from BellSouth for no fewer than ten (10) days.	-- BellSouth reserves the right to discontinue this promotion at any time without customer notice.	
	--Customer must have local service or equivalent with another provider at the same local service address on one or more of their existing lines.	--Customer must have the eligible services on their new service order (N) in order to receive promotional offer.	
	--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. Customers will not be required to sign a contract or make any term commitment in order to be eligible for this promotion.	-- Customers have the option not to take the BellSouth Voice Mail Premium service. --BellSouth employees are not eligible for this promotion. --Offer only available in markets where BellSouth Complete Choice service is available.	
	--The customer must switch their local service to BellSouth and purchase BellSouth Complete Choice service.		