



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

January 31, 2008

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 to extend Saves \$25 Closer promotion.

General Subscriber Service Tariff

Section A2 - 2nd Revised Page 35.6.77

The issue and effective dates for this tariff package are January 31, 2008 and February 1, 2008, 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**

### **Saves Desk - \$25 Reward Closer Coupon #1570**

#### **Overview**

The Saves Desk - \$25 Reward Closer Coupon promotion that began 10/1/2007 is scheduled end on 2/1/2008 is extended to 5/31/2008. A \$25 Saves Closer Coupon would be available for SAs to use when existing residential customers contact BellSouth to disconnect service in attempt to prevent the customer from disconnecting their local service. Customer must retain 2-Pack or Preferred Pack feature package.

#### **Promotion Specifics**

Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.

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

1. Customer must retain 2 Pack or Preferred Pack feature package plan.
2. Customer must redeem within the specified time frame at [www.att.com/rewardcenter](http://www.att.com/rewardcenter)
3. Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.
4. Offer valid from 2/1//2008 through 5/31/08
5. Offer valid in 9 states within the BellSouth footprint.
6. 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.
7. If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.
8. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
9. Offer valid for only one (1) service line at the intended local service address.
11. Offer available only to customers calling in to disconnect their local service.
12. Customer must redeem at [www.att.com/rewardcenter](http://www.att.com/rewardcenter)
13. Service must be active on customer's account at time of redemption.
14. Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.
15. Customer is only eligible to receive the incentive once in any 6 (six) month period.

## 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
AT&T Florida Service Territory – From Central Office where services are available	Saves \$25 Closer Coupon	Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.	10/1/2007 to <del>5/31/2008</del> (C)
Rules and Regulations			
--Customer must retain 2 Pack or Preferred Pack feature package plan.			
--Customer must redeem within the specified time frame at <a href="http://www.att.com/bellsouthrewards">www.att.com/bellsouthrewards</a> .			
--Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.			
--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. (F)			
--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.			
--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.			
--Offer valid for only one (1) service line at the intended local service address.			
--Offer available only to customers calling in to disconnect their local service.			
--Customer must redeem at <a href="http://www.att.com/bellsouthreward">www.att.com/bellsouthreward</a> .			
--Service must be active on customer's account at time of redemption.			
--Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.			
<u>--Customer is only eligible to receive the incentive once in any 6 (six) month period.</u> (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
AT&T Florida Service Territory – From Central Office where services are available	Saves \$25 Closer Coupon	Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.	10/1/2007 to 5/31/2008
<p>Rules and Regulations</p> <p>--Customer must retain 2 Pack or Preferred Pack feature package plan.</p> <p>--Customer must redeem within the specified time frame at <a href="http://www.att.com.bellsouthrewards">www.att.com.bellsouthrewards</a>.</p> <p>--Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.</p> <p>--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.</p> <p>--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.</p> <p>--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</p> <p>--Offer valid for only one (1) service line at the intended local service address.</p> <p>--Offer available only to customers calling in to disconnect their local service.</p> <p>--Customer must redeem at <a href="http://www.att.com/bellsouthreward">www.att.com/bellsouthreward</a>.</p> <p>--Service must be active on customer's account at time of redemption.</p> <p>--Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.</p> <p>--Customer is only eligible to receive the incentive once in any 6 (six) month period.</p>			