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August 29, 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 the Business Shoppers promotion.

General Subscriber Service Tariff

Section A2 - 5th Revised Page 35.6.35

The issue and effective dates for this tariff package are August 29, 2008 and September 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

### **Business Shoppers Reward**

#### Overview

The Business Shoppers Reward promotion is scheduled to be extended beginning on 09/01/2008 and end on 12/31/2008. This promotion is an offer available to new (acquisition/reacquisition) AT&T business subscribers located in the AT&T Southeast region. The Business Shoppers Reward Promotion will offer subscribers a one-time non-recurring \$100.00 coupon redeemable for a debit card. To be eligible for the coupon, the subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term agreement from AT&T.

#### Promotion Specifics

This promotion is an offer available to new (acquisition/reacquisition) AT&T business subscribers located in the AT&T Southeast region. The Business Shoppers Reward Promotion will offer subscribers a one-time non-recurring \$100.00 coupon redeemable for a debit card. To be eligible for the coupon, the subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term agreement from AT&T.

#### Promotion Eligibility

- Available to ONLY new (acquisition/reacquisition) AT&T business customers subscribing to a Complete Choice for Business Line Package and signing a local service term agreement.
- Subscribers that request information on local service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term agreement.
- Subscriber agrees to keep a Complete Choice for Business Line Package for a minimum of 12 months from the enrollment date in the Promotion.
- All Subscribers who ask or otherwise qualify shall receive a coupon.

#### Promotion Elements

- Reward: one time, non-recurring \$100.00 coupon redeemable for a debit card (with the initial order) per main billing account to add AT&T local service.

Reward: \$100 coupon per main billing account

- The Subscriber must fill out the coupon and redeem it for a specific gift check by February 28, 2009. Redemption can be made via:  
Mail Online  
AT&T/VIPGift [www.attoffer.vipgift.com](http://www.attoffer.vipgift.com)  
P.O. Box 4494  
Chattanooga, TN 37405
- The reward will be a one-time debit card mailed and made to the Subscriber's business approximately 6-8 weeks after the coupon has been returned by the Subscriber and fulfilled by AT&T.
- Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this promotion.

#### Promotion Restrictions

- AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the Promotion will continue to receive this promotion.
- This Promotion may not be used concurrently with any previous or existing local service term

agreement programs, unless otherwise stated; provided however Subscriber must participate concurrently in the Complete Choice for Business Term Plan, Simple Savings Promotion, or the Complete Choice for Business Advantage Promotion. In addition, the Subscriber may participate in the Welcoming Rewards Promotion (if Subscriber meets those eligibility requirements).

- Subscribers participating in a CSA are NOT eligible to participate in this promotion.
- Participation in the Promotion begins on the date AT&T becomes the Subscriber's local service provider.
- All Subscribers who "shop" as provided above shall receive a coupon.
- Subscriber understands that their participation constitutes the Subscriber's company enrollment in the Business Shoppers Reward Promotion under this Promotion and pursuant to the BellSouth Service Agreement and Service Descriptions and Price Lists; in states regulated by tariff, by the appropriate filed tariff. The Subscriber must have authority to commit their company to the Promotion.
- Customer must be a current AT&T Southeast retail local service customer at time of coupon redemption.

## 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	(C)
AT&T Florida Service Territory – From Central Offices where services are available	AT&T Business Shoppers Reward Promotion	The Business Shoppers Reward Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check. To be eligible for the coupon, the subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from AT&T.	5/1/2008 to <b>12/31/2008</b>	

#### Rules and Regulations

--Available to new (acquisition/reacquisition) AT&T business customers subscribing to a Complete Choice for Business Line Package and signing a local service term agreement.

--Subscribers that request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term agreement. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of twelve (12) months from the enrollment date in the Promotion. All subscribers who ask or otherwise qualify shall receive a coupon.

--Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check (with the initial order) per main billing account to add AT&T local exchange service.

--Redemption can be made via: Mail Online, AT&T/VIPGift,  
[www.AT&Toffer.vipgift.com](http://www.AT&Toffer.vipgift.com), P.O. Box 4494, Chattanooga, TN 37405

--The reward will be a one-time debit card made payable to the Subscriber's business approximately 6-8 weeks after the coupon has been returned by the subscriber and fulfilled by AT&T.

--Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

--AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.

--Participation in the Promotion begins on the date AT&T becomes the Subscriber's local service provider.

FLORIDA

ISSUED: August 29, 2008~~ISSUED: April 30, 2008~~

EFFECTIVE: September 1, 2008~~EFFECTIVE: May 1, 2008~~

BY: Marshall M. Criser III, President -FL  
 Miami, Florida

## 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 Territory – From Central Office where services are available	AT&T Business Shoppers Reward Promotion	The Business Shoppers Reward Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check. To be eligible for the coupon, the subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from AT&T.	5/1/2008 to 8/12/31/2008 (C)
		Rules and Regulations	
		--Available to new (acquisition/reacquisition) AT&T business customers subscribing to a Complete Choice for Business Line Package and signing a local service term agreement.	(T)
		--Subscribers that request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term agreement. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of twelve (12) months from the enrollment date in the Promotion. All subscribers who ask or otherwise qualify shall receive a coupon.	(E)
		--Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check (with the initial order) per main billing account to add AT&T local exchange service.	(T)
		<del>(DELETED)</del>	<del>(E)</del>
		--Redemption can be made via: Mail Online, AT&T/VIPGift, <a href="http://www.AT&amp;Toffer.vipgift.com">www.AT&amp;Toffer.vipgift.com</a> , P.O. Box 4494, Chattanooga, TN 37405	(T)
		--The reward will be a one-time debit card made payable to the Subscriber's business approximately 6-8 weeks after the coupon has been returned by the subscriber and fulfilled by AT&T.	(E)
		<del>(DELETED)</del>	<del>(E)</del>
		--Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.	
		--AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.	(T)
		--Participation in the Promotion begins on the date AT&T becomes the Subscriber's local service provider.	(T)