

Jerry D. Hendrix Vice President Regulatory Relations

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August 6, 2009

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff Section A2 - Seventh Revised Page 35.6.31

The purpose of this filing is to revise the end date for the AT&T Welcoming Rewards Promotion. This Special Promotion will end December 31, 2009. All other elements of this special promotion remain unchanged. This modification will be effective August 7, 2009.

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**

## **Welcoming Rewards Promotion**

## **OVERVIEW OF PROMOTION**

The Company plans to change the end date for the Welcoming Rewards Promotion. The new end date for this special promotion will be December 31, 2009. The current end date is August 31, 2009. All other elements of this promotion will remain unchanged.

## **PROMOTION MODIFICATION**

This promotion is modified to change the offer end date to December 31, 2009.

BELLSOUTH GENE Page 35.6.31 TELECOMMUNICATIONS, INC. FLORIDA ISSUED: August 6, 2009 ISSUED: December 31, 2008

GENERAL SUBSCRIBER SERVICE TARIFF Seventh Revised Page 35.6.31 Sixth Revised

Cancels Sixth Revised Page 35.6.31 Cancels Fifth Revised Page 35.6.31

EFFECTIVE: August 7, 2009 EFFECTIVE: January 1, 2009

Period

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	Authority	
AT&T Service	AT&T Welcoming	The AT&T Welcoming Rewards Promotion is available to new AT&T business	9/1/2005	(C)
Territory - From	Rewards Promotion	subscribers. The Subscriber will receive a one-time credit of seventy-five dollars	to	
Central Offices where		(\$75.00) per the first line and fifty dollars (\$50.00) per each additional line per the same	8/ <u>12/</u> 31/2009	
services are available		location brought to AT&T in the initial order.		

#### Rules and Regulations

--Available to new (acquisition/reacquisition) AT&T business customers subscribing to local exchange service.

--Subscriber may participate concurrently with the Simple Savings Promotion or the Complete Choice for Business Term Plan or the BellSouth Complete Choice for Business Advantage Promotion (where available).

--Subscriber must sign the 12-month Local Service Term Election Agreement associated with this promotion or sign a local service term election agreement under the Simple Savings Promotion or the Complete Choice for Business Term Plan, the Complete Choice for Business Advantage Promotion (where available), at the same time as enrolling in the Welcoming Rewards Promotion.

--Subscriber must purchase a minimum of one (1) line per each location to be eligible.

--Subscribers receive a one time, non-recurring reward of seventy-five dollars (\$75.00) for the first line and fifty dollars (\$50.00) in the form of a bill credit (with the initial order) when adding AT&T local exchange service. The Subscriber must sign and return the Welcoming Rewards Term Agreement with the order (or a local term election agreement as provided above). Lines include 1FB, line equivalents and trunks, including Centrex.

--The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or location after the first initial order are not eligible for the reward.

--Participation in the Program begins on the date the Subscriber commits to a term election and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's term agreement order and service is installed.

--Subscribers with multi-locations are not eligible to bill accounts together until the onetime reward has appeared on the bill.

--In the event the Subscriber terminates the election agreement, the Subscriber must pay to AT&T the bill reward received. This charge will appear on the Subscriber's final bill as a charge in the OC&C section.

--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.

Seventh Revised Page 35.6.31 Cancels Sixth Revised Page 35.6.31

EFFECTIVE: August 7, 2009

## **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)

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Central Offices where		e	(\$75.00) per the first line and fifty dollars (\$50.00) per each additional line per the same	12/31/2009	
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Rules and Regulations

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--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.

BELLSOUTH TELECOMMUNICATIONS, INC. **FLORIDA** ISSUED: August 6, 2009 BY: Marshall M. Criser III, President -FL Miami, Florida

# Period