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Beth Salak, Director
Competitive Markets and Enforcement
Attn: Tariff Section
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 letter regarding mixed bundles, the Company will introduce a modification on August 24, 2011 to remove the Autopay Incentive component from the recently launched Paperless Bill and Autopay Incentive offer started on June 29, 2011. In addition, the modified offer will be extended by three days to June 30, 2012.

During this period, residential customers who receive an offer incentive and sign up for paperless billing online will be eligible to receive a \$10 Visa Reward. The customer must remain with paperless billing for 90 days in order to receive the reward.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments