

BellSouth Telecommunications, Inc.

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Marshall M. Criser III

Vice President
Regulatory & External Affairs

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August 17, 2004

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

Dear Ms. Salak:

Enclosed is a package filing for Answers Sweetener Bundle Offer.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.11

The issue and effective dates for this tariff package are August 17, 2004 and September 1, 2004, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,



Regulatory Vice President

Attachments

Promotion Description

BellSouth Answers Sweetener Bundle Offer

Planned Promotion

The BellSouth Answers Sweetener Bundle Offer provides customers with a cash-back incentive for subscribing to Complete Choice for Business and BellSouth Long Distance, Cingular Wireless, and/or FastAccess DSL. This offer is effective September 1, 2004 to December 31, 2004. This offer will be made available to new and certain existing BellSouth customers who contact or are contacted by BellSouth and request information on local service or bundled services for comparison with competitive offers or otherwise, if necessary for the customer to agree to purchase service from BellSouth. Existing customers must purchase new services.

Promotion Specifics:

1. Customers who have or sign a local term agreement for Complete Choice for Business (CCFB), Key Customer Program, and/or Simple Savings program, and buy either a BellSouth Long Distance plan, and/or a Cingular Wireless plan, and/or FastAccess, can receive a cash-back reward.
2. The cash-back reward is fifty dollars (\$50.00) for adding CCFB service, fifty dollars (\$50.00) for adding BSLD Plan, fifty dollars (\$50.00) for adding FastAccess DSL, and fifty dollars (\$50.00) for adding Cingular Wireless. The reward will be in the form of a cash-back coupon.
3. New or Existing Customers must buy CCFB to qualify (Upgrades from 1FB local lines will qualify).
4. Customers must have/buy CCFB and a BSLD Plan to qualify for Cingular and FastAccess Reward.
5. Coupons are per account, not per line, (example: Customers who buy a three (3) line CCB do not receive three (3) fifty dollar (\$50.00) coupons).
6. Customers do not have to order all products at the same time during the quarter.
7. This promotion can be stacked with other promotions.

Restrictions/Eligibility Requirements:

1. BellSouth reserves the right to discontinue this promotion at any time without customer notice.

Tariff Filing Package Number: FL 2004-157

ISSUED: August 17, 2004

EFFECTIVE: September 1, 2004

BY: Joseph P. Lacher, 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Answers Sweetener Bundle Offer</u>	<u>The BellSouth Answers Sweetener Bundle Offer provides customers with a cash-back incentive for subscribing to Complete Choice for Business and BellSouth Long Distance, Cingular Wireless, and/or FastAccess DSL. This offer will be made available to new and certain existing BellSouth customers who contact or are contacted by BellSouth and request information on local service or bundled services for comparison with competitive offers or otherwise, if necessary for the customer to agree to purchase service from BellSouth. Existing customers must purchase new services.</u>	<u>09/01/04 to 12/31/04</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>--Customers who have or sign a local term agreement for Complete Choice for Business (CCFB), Key Customer Program, and/or Simple Savings program, and buy either a BellSouth Long Distance plan, and/or a Cingular Wireless plan, and/or FastAccess, can receive a cash-back reward</u>	(N)
		<u>--The cash-back reward is fifty dollars (\$50.00) for adding CCFB service, fifty dollars (\$50.00) for adding BSLD Plan, fifty dollars (\$50.00) for adding FastAccess DSL, and fifty dollars (\$50.00) for adding Cingular Wireless. The reward will be in the form of a cash-back coupon.</u>	(N)
		<u>--New or existing customers must have/buy CCFB to qualify (upgrades from 1FB local lines will qualify).</u>	(N)
		<u>--Customers must have/buy CCFB and a BSLD Plan to qualify for Cingular and FastAccess Reward.</u>	(N)
		<u>--Coupons are per account, not per line, (example: customers who buy a three (3) line CCB do not receive three (3) fifty dollar (\$50.00) coupons.</u>	(N)
		<u>--Customers do not have to order all products at the same time during the quarter.</u>	(N)
		<u>--This promotion can be stacked with other promotions.</u>	(N)
		<u>--BellSouth reserves the right to discontinue this promotion at any time without customer notice.</u>	(N)

FLORIDA
ISSUED: August 17, 2004
BY: Joseph P. Lacher, President -FL
Miami, Florida

EFFECTIVE: September 1, 2004

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
BellSouth's Service Territory – From Central Office where services are available	BellSouth Answers Sweetener Bundle Offer	The BellSouth Answers Sweetener Bundle Offer provides customers with a cash-back incentive for subscribing to Complete Choice for Business and BellSouth Long Distance, Cingular Wireless, and/or FastAccess DSL. This offer will be made available to new and certain existing BellSouth customers who contact or are contacted by BellSouth and request information on local service or bundled services for comparison with competitive offers or otherwise, if necessary for the customer to agree to purchase service from BellSouth. Existing customers must purchase new services.	09/01/04 to 12/31/04 (N)
		Rules And Regulations	(N)
		--Customers who have or sign a local term agreement for Complete Choice for Business (CCFB), Key Customer Program, and/or Simple Savings program, and buy either a BellSouth Long Distance plan, and/or a Cingular Wireless plan, and/or FastAccess, can receive a cash-back reward	(N)
		--The cash-back reward is fifty dollars (\$50.00) for adding CCFB service, fifty dollars (\$50.00) for adding BSLD Plan, fifty dollars (\$50.00) for adding FastAccess DSL, and fifty dollars (\$50.00) for adding Cingular Wireless. The reward will be in the form of a cash-back coupon.	(N)
		--New or existing customers must have/buy CCFB to qualify (upgrades from 1FB local lines will qualify).	(N)
		--Customers must have/buy CCFB and a BSLD Plan to qualify for Cingular and FastAccess Reward.	(N)
		--Coupons are per account, not per line, (example: customers who buy a three (3) line CCB do not receive three (3) fifty dollar (\$50.00) coupons.	(N)
		--Customers do not have to order all products at the same time during the quarter.	(N)
		--This promotion can be stacked with other promotions.	(N)
		--BellSouth reserves the right to discontinue this promotion at any time without customer notice.	(N)