BellSouth Telecommunications, Inc. 150 South Monroe Street Suite 400 Tallahassee, Florida 32301

marshall.criser@bellsouth.com

Marshall M. Criser III Vice President Regulatory & External Affairs

(850) 224-7798 Fax (850) 224-5073

January 17, 2005

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 BellSouth 1FR Reacquisition Offer.

General Subscriber Service Tariff

Section A2

Original Page 35.6.22

The issue and effective dates for this tariff package are January 17, 2005 and February 1, 2005, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President Attachments

PROMOTION DESCRIPTION

Reacq 1FR Offer

Proposed Promotion

The BellSouth Reacq 1FR Offer combines a Basic Line service (1FR or similar service), plus two (2) features, plus a BSLD (BellSouth Long Distance) plan. This offer begins February 1, 2005 and ends December 31, 2005.

Promotion Specifics

- 1. This offer will provide the customer with twelve (12) free months of service for their two (2) features.
- 2. Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (\$50.00) cash back.

Promotion Restrictions

- 1. Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
- 2. Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.
- 3. The customer must switch their local service to BellSouth and concurrently purchase both BellSouth basic service and at least two additional features from BellSouth.
- 4. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
- 5. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return the coupon to the specified address by a specified date.
- 6. Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible.
- 7. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
- 8. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
- 9. Offer may not be combined with other cash back offers for the same service at the same time
- 10. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months.
- 11. Customers may combine this promotion with the service connection fee waiver promotion.
- 12. Employees of BellSouth are not eligible for this offer.
- 13. Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the Tariff are owned by BellSouth Intellectual Property Corporation

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)

	The following promotions are on the with the commission. (contral)				
	Area of Promotion BellSouth's Service Territory – From Central Office where		Description The BellSouth Reacq 1FR Offer combines a Basic Line service (1FR or similar service), plus two (2) features, plus a BSLD (BellSouth Long Distance) plan. This offer begins February 1, 2005 and ends December 31, 2005.	Period Authority 2/1/05 to 12/31/05	(N)
	services are available		Rules And Regulations		(N)
			This offer will provide the customer with twelve (12) free months of service for their two (2) features.		(N)
			Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (\$50.00) cash back.		(N)
			Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.		(N)
			Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.		(N)
			Customer must not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.		(N)
			The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.		(N)
			For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date.		(N)
			Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible.		(N)
			BellSouth reserves the right to discontinue or modify this promotion at any time without notice.		(N)
			Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.		(N)
			Offer may not be combined with other cash back offers for the same service at the same time.		(N)
			Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months.		(N)
			Customers may combine this promotion with the service connection fee waiver promotion.		(N)
			Employees of BellSouth are not eligible for this offer.		(N)
			Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.		(N)

EFFECTIVE: February 1, 2005

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)

services are available Rules And Regulations This offer will provide the customer with twelve (12) free months of service for their two 12/ features. Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars. (\$50:00) cash back. Customer must have at least one wire line local service or equivalent (wireless in line) of wire hind, with a provider other than BellSouth at a local service. and in the same of a replacement for the existing service, unless gravice and these south one or none of days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer must request the qualifying service, unless and in the same offer days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer must not currently have local service with BellSouth can offer the customer must not currently have local service with BellSouth can offer the customer must place their order at the new address. Customer must not currently have local service with BellSouth can offer the customer must place their order through a BellSouth can offer the customer must place their order through a BellSouth to not have service with BellSouth can offer bits hellSouth can offer the customer must place their order through a bellSouth business office or outbound telemarkeing vendor or alternate channels as indicated. For Cash Back, the customer must subscribe to two (2) features and a BellSouth territor with and territor outpon to the specified address by a specified date. Dare the customer completes the requirements they will receive a check for up to fifty dollars. (550:00). Only customers who correctly redeen the coupon will be eligible. and the customer cuntes to the qualifying service. they wil	<u>(N)</u>
 two (2) features. -: (ustomer accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (550.00) cash back. -: Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service. -: Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth can offer the customer the promotion and place the order at the news address. -: Customer must not currently have local service with BellSouth an offer the customer must place their order through a BellSouth benitory within bitry (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer must not currently have local service with BellSouth can offer the customer must not currently have local service with BellSouth territory (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer must not currently have local service with BellSouth terroty of the the customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. -: For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date. -: Once the customer complets the requirements they will receive a check for up to fifty dollars (550,00). Only customers who correctly redeem the custom any time without noice. -: BellSouth reserves the right to discontinue or modify this promotion at any time without noice. -: Customer must have the eli	<u>(N)</u>
for up to fifty dollars (\$50.00) cash back. Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth ta a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service. Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move from one address in BellSouth territory to another address in BellSouth can offer the customer the promotion and place the order at the new address. Customer must not currently have local service with BellSouth can offer the customer must place their offer existing lines. The customer must place their offer through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date. Once the customer completes the requirements they will receive a check for up to fifty dollars (SS000). Only customers who correctly redeen the coupon will be eligible, and the customer must have the eligible services on their new service order (N) in order to receive the promotional offer. BellSouth reserves the right to discontinue or modify this promotion at any time without notice. Customer must have th	<u>(N)</u>
of wire line) with a provider other than BellSouth service. address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory vicin theritory to another address in BellSouth territory vicin their territory vicin theritory to another address in BellSouth can offer the customer the promotion and place the order at the new address Customer must not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines The customer must not currently have local service with BellSouth orn of the service with BellSouth orn or uthound telemarketing vendor or alternate channels as indicated For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date Once the customer completes the requirements the vull receive a check for up to fifty dollars (550.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinue or modify this promotion at any time without notice Clastomer must have the eligible services on their new service order (N) in order to receive the promotional offer Clastomer must not be combined with other cash back offers for the same service at the same time Customer must combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
 name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth certitory within hirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address. Customer must not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date. Once the customer completes the requirements they will receive a check for up to fifty dollars (550.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinue or modify this promotion at any time without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Customer is eligible for one (re)acquisition cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customer server promotion. 	<u>(N)</u>
 with BellSouth on one or more of their existing lines. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date. Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible. BellSouth reserves the right to discontinue or modify this promotion at any time without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customers may combine this promotion with the service connection fee waiver promotion. 	<u>(N)</u>
telemarketing vendor or alternate channels as indicated. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date. Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible. BellSouth reserves the right to discontinue or modify this promotion at any time without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
Distance plan and return coupon to the specified address by a specified date. Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible. BellSouth reserves the right to discontinue or modify this promotion at any time without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible. BellSouth reserves the right to discontinue or modify this promotion at any time without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
 without notice. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion. 	<u>(N)</u>
receive the promotional offer. Offer may not be combined with other cash back offers for the same service at the same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
same time. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
months. Customers may combine this promotion with the service connection fee waiver promotion.	<u>(N)</u>
promotion.	<u>(N)</u>
Employees of BellSouth are not eligible for this offer.	<u>(N)</u>
	<u>(N)</u>
Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.	<u>(N)</u>