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**BellSouth Telecommunications, Inc.**  
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February 3, 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 to revise the end date of 1FR+2 Cash Back promotion to February 18, 2005 from March 31, 2005.

General Subscriber Service Tariff

Section A2                   -       3rd Revised Page 35.2.5.70  
                                  -       2nd Revised Page 35.2.5.71

The issue and effective dates for this tariff package are February 3, 2005 and February 18, 2005, respectively

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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,

Marshall M. Criser III mrs

Regulatory Vice President

Attachments

## **PROMOTION DESCRIPTION**

# **1FR + 2 Cash Back**

### **Proposed Promotion**

The 1FR + 2 Cash Back promotion begins April 1, 2004 and ends February 18, 2005. Services included in this promotion are:

- BellSouth Basic Service (1FR)
- Vertical features

### **Promotion Specifics:**

Specific features of this promotion are as follows:

\$100 Cash Back Promotion for reacquisition or acquisition of customers who purchase a 1FR plus 2 features and who are currently not using BellSouth for local service.

### **Restrictions/Eligibility Requirements:**

1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
2. Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.
3. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.
4. Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.
5. The customer must switch their local service to BellSouth and purchase:
  - a. BellSouth basic service
  - b. At least two additional features from BellSouth.
6. The customer must place the order on or before February 18, 2005.
7. Offer valid for only one (1) service line at the intended local service address.
8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
9. The customer must return the coupon at a specified address by a specified date. The customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for this offer.
10. Once the customer completes the above requirements they will receive a check for \$100 (one hundred dollars). If the customer cancels or discontinues the qualifying service, they will be ineligible for this offer.
11. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
12. Customer must have the eligible services on their new (N) service order in order to receive the promotional offer.

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

13. Offer may not be combined with other cash back offers for the same service at the same time.
14. Customer is eligible for one (re)acquisition cash back promotion per 12 months.
15. Employees of BellSouth are not eligible for this offer.
16. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
17. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent (wireless in lieu of wire-line) telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
18. This promotion is not eligible for resale.

**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	Charges Waived	Period Authority	(C)
BellSouth's Service Territory - From Central Office where services are available	<p>\$100 1FR + 2 Cash Back Offer</p> <p>-- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.</p> <p>-- Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.</p> <p>-- Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.</p> <p>-- Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.</p> <p>-- The customer must switch their local service to BellSouth and purchase: (a) BellSouth basic service, (b) at least two additional features from BellSouth.</p> <p>-- BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</p> <p>-- Customer must have the eligible services on their new (N) service order in order to receive the promotional offer.</p> <p>-- Offer may not be combined with other cash back offers for the same service at the same time.</p> <p>-- Customer is eligible for one (re)acquisition cash back promotion per 12 months.</p> <p>-- Customers may combine this promotion with the service connection fee waiver promotion.</p>	<p>-- \$100 Cash Back Promotion for reacquisition or acquisition of customers who purchase a 1FR plus 2 features and who are currently not using BellSouth for local service.</p> <p>-- This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent (wireless in lieu of wire-line) telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.</p> <p>-- Offer valid for only one (1) service line at the intended local service address.</p> <p>-- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.</p> <p>-- The customer must place the order on or before <b>2/18/05</b>.</p> <p>-- The customer must fill out a coupon. If the customer's account shows cancellation or disconnection of the service, then the customer is not eligible for the promotion.</p> <p>-- The customer must mail the coupon to a specified address by a specified date.</p>	04/01/04 to <b>02/18/05</b>	(C)

**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	Charges Waived	Period Authority	(C)
BellSouth's Service Territory - From Central Office where services are available	\$100 1FR + 2 Cash Back Offer (Cont'd)	-- Once the customer completes the above requirements they will receive a check for \$100. 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, he will be ineligible.	04/01/04 to 02/18/05	(C)
	-- Employees of BellSouth are not eligible for this offer.			
	-- Customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for the cash back promotion.			
	-- Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.			



## 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	Charges Waived	Period Authority	
BellSouth's Service Territory - From Central Office where services are available	\$100 1FR + 2 Cash Back Offer (Cont'd)  -- Employees of BellSouth are not eligible for this offer.  -- Customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for the cash back promotion.  -- Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.	-- Once the customer completes the above requirements they will receive a check for \$100. 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, he will be ineligible.	04/01/04 to <del>03/31/05</del> <u>2/18/05</u>	(C) (C)