



## Promotion Description

# BELLSOUTH eStore Movers DIRECTV® Offer

### Proposed Promotion

BellSouth eStore Movers DIRECTV® Offer begins May 1, 2005 and ends August 31, 2005. Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.

### Promotion Specifics

1. Residential customers who successfully transfer their existing BellSouth services to a new service address and also order new DIRECTV® service online at Bellsouth.com may be eligible to receive a forty-five dollar (\$45.00) Target® Gift Card.

### Promotion Restrictions

1. Offer valid in all nine (9) states – AL, GA, FL, KY, LA, MS, NC, SC, TN
2. Customers must place their orders on or before August 31, 2005.
3. Transfer orders must be successfully completed by September 23, 2005 to be eligible.
4. Limit of one (1) Target® Gift Card per BellSouth customer account.
5. Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.
6. Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.
7. Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.
8. Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.
9. Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.
10. BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.
11. BellSouth reserves the right to discontinue this promotion at any time without notice.
12. This promotion is only available to customers where BellSouth service and facilities are available.
13. Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).
14. Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.
15. Customers who order DIRECT® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).
16. Offer is available to BellSouth employees.

**Tariff Filing Package Number: FL 2005-081**

## 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	BellSouth eStore Movers DIRECTV® Offer	Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.	5/1/05 to 8/31/05	(N)
		Rules And Regulations		(N)
		-- Customers must place their orders on or before August 31, 2005.		(N)
		-- Transfer orders must be successfully completed by September 23, 2005 to be eligible.		(N)
		-- Limit of one (1) Target® Gift Card per BellSouth customer account.		(N)
		-- Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.		(N)
		-- Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.		(N)
		-- Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.		(N)
		-- Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.		(N)
		-- Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.		(N)
		-- BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.		(N)
		-- BellSouth reserves the right to discontinue this promotion at any time without notice.		(N)
		-- This promotion is only available to customers where BellSouth service and facilities are available.		(N)
		-- Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).		(N)
		-- Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.		(N)
		-- Customers who order DIRECTV® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).		(N)
		-- Offer is available to BellSouth employees.		(N)

## 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>Charges Waived</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth eStore Movers DIRECTV Offer</u>	<u>Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.</u>	<u>5/1/05 to 8/31/05</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>-- Customers must place their orders on or before August 31, 2005.</u>	(N)
		<u>-- Transfer orders must be successfully completed by September 23, 2005 to be eligible.</u>	(N)
		<u>-- Limit of one (1) Target® Gift Card per BellSouth customer account.</u>	(N)
		<u>-- Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.</u>	(N)
		<u>-- Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.</u>	(N)
		<u>-- Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.</u>	(N)
		<u>-- Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.</u>	(N)
		<u>-- Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.</u>	(N)
		<u>-- BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.</u>	(N)
		<u>-- BellSouth reserves the right to discontinue this promotion at any time without notice.</u>	(N)
		<u>-- This promotion is only available to customers where BellSouth service and facilities are available.</u>	(N)
		<u>-- Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).</u>	(N)
		<u>-- Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.</u>	(N)
		<u>-- Customers who order DIRECTV® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).</u>	(N)
		<u>-- Offer is available to BellSouth employees.</u>	(N)