BellSouth Telecommunications, Inc.

150 South Monroe Street Suite 400 Tallahassee, Florida 32301 Marshall M. Criser III Vice President Regulatory & External Affairs

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April 15, 2005

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

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, enclosed is a package filing for BellSouth Alternate Channel Sweepstakes Promotion

General Subscriber Service Tariff

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The issue and effective dates for this tariff package are April 15 and May 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,

Marshall M. Criser III mrs

Regulatory Vice President

Attachments

Promotion Description

Alternate Channel Sweepstakes

Proposed Promotion

Beginning May 1, 2005 and ending August 31, 2005, customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to (in their MDU's leasing office) marketing material promoting the sale of BellSouth Service. This material will offer customers a chance to win an MP3 player and as an incentive to place their order online.

Promotion Specifics

1. MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs.

Promotion Restrictions

- 1. Offer available only to customers establishing new service or transferring existing service online in an MDU with whom Bellsouth has a contract.
- 2. The customer must place the order on or before August 31, 2005.
- 3. Offer valid for only one (1) service line per local service address.
- 4. The customer must place their order through the specified sales channels.
- 5. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
- 6. Offer is not available for orders placed using BellSouth.com.
- 7. Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.

Tariff Filing Package Number: FL 2005-069

BELLSOUTH TELECOMMUNICATIONS, INC. FLORIDA ISSUED: April 15, 2005

BY: Joseph P. Lacher, President -FL

Miami, Florida

EFFECTIVE: May 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)

| Area of Promotion BellSouth's Service Territory – From Central Office where services are available | Channel Sweepstakes | Description Customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to marketing material promoting the sale of BellSouth service. This collateral will offer free music downloads and a sweepstakes to win an MP3 player as an incentive to place their order online. | Period Authority 5/1/05 to 8/31/05 | (N) |
|--|---------------------|--|--|-----|
| | | Rules And Regulations | | (N) |
| | | MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs. | | (N) |
| | | Offer available only to customers establishing new service or transferring existing service online in an MDU with whom BellSouth has a contract. | | (N) |
| | | The customer must place the order on or before August 31, 2005. | | (N) |
| | | Offer valid for only one (1) service line per local service address. | | (N) |
| | | The customer must place their order through the specified sales channels. | | (N) |
| | | BellSouth reserves the right to discontinue or modify this promotion at any time without notice. | | (N) |
| | | Offer is not available for orders placed using BellSouth.com. | | (N) |
| | | Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion. | | (N) |

Original Page 35.6.28

EFFECTIVE: May 1, 2005

ISSUED: April 15, 2005
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)

| Area of Promotion BellSouth's Service Territory – From Central Office where services are available | Service BellSouth Alternate Channel Sweepstakes | Charges Waived Customers residing in or moving into MDU (Multiple Dwelling Unit) locations that have contracts with BellSouth will have access to marketing material promoting the sale of BellSouth service. This collateral will offer free music downloads and a sweepstakes to win an MP3 player as an incentive to place their order online. | Period Authority 5/1/05 to 8/31/05 | (<u>N)</u> |
|--|---|---|------------------------------------|-------------|
| | | Rules And Regulations | | (N) |
| | | MDU residents can qualify for the MP3 Sweepstakes by purchasing BellSouth service via expresshomeconnect.com or other BellSouth partner channel URLs. | | (N) |
| | | Offer available only to customers establishing new service or transferring existing service online in an MDU with whom BellSouth has a contract. | | <u>(N)</u> |
| | | The customer must place the order on or before August 31, 2005. | | (N) |
| | | Offer valid for only one (1) service line per local service address. | | (N) |
| | | The customer must place their order through the specified sales channels. | | (N) |
| | | BellSouth reserves the right to discontinue or modify this promotion at any time without notice. | | (N) |
| | | Offer is not available for orders placed using BellSouth.com. | | (N) |
| | | Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion. | | (N) |