



BellSouth Telecommunications, Inc.

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August 17, 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 filing package for BellSouth MDU \$25 Online Gift Card Offer.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.32

The issue and effective dates for this tariff package are August 17, 2005 and September 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
BellSouth MDU \$25 Online Gift Card Offer

PROMOTION OVERVIEW

Customers residing in or moving into MDU (multiple dwelling unit) locations with whom BellSouth has a contract will have access to marketing collateral promoting the sale of BellSouth services in the MDU's leasing office. The marketing collateral will contain an offer to receive a \$25 gift card when services are ordered online via expresshomeconnect.com or other URLs used in the BellSouth MDU program. This promotion begins on September 1, 2005 and ends December 31, 2005.

PROMOTION SPECIFICS:

1. MDU residents can qualify for a \$25 gift card when purchasing BellSouth local phone service via expresshomeconnect.com or other URLs used in the BellSouth MDU program.

PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:

1. Orders placed on bellsouth.com are excluded from this offer.
2. Offer available only to customers establishing new or transferring local phone service in an MDU with whom BellSouth has a contract.
3. The customer must place the order on or before December 31, 2005.
4. Offer valid for only one (1) service line per local service address.
5. The customer must place their order through the specified sales channels.
6. Offer valid for only one (1) service line per local service address.

Tariff Filing Package Number: FL 2005-171

ISSUED: August 17, 2005
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

EFFECTIVE: September 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	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth MDU \$25 Online Gift Card Offer	Customers residing in or moving into MDU (multiple dwelling unit) locations with whom BellSouth has a contract will have access to marketing collateral promoting the sale of BellSouth services in the MDU's leasing office. The marketing collateral will contain an offer to receive a \$25 gift card when services are ordered online via expresshomeconnect.com or other URLs used in the BellSouth MDU program	9/1/2005 to 12/31/2005 (N)
		Rules and Regulations	(N)
		-- MDU residents can qualify for a \$25 gift card when purchasing BellSouth local phone service via expresshomeconnect.com or other URLs used in the BellSouth MDU program.	(N)
		-- Orders placed on bellsouth.com are excluded from this offer.	(N)
		-- Offer available only to customers establishing new or transferring local phone service in an MDU with whom BellSouth has a contract.	(N)
		-- The customer must place the order on or before December 31, 2005.	(N)
		-- Offer valid for only one (1) service line per local service address.	(N)
		-- The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or location after the first initial order are not eligible for the reward.	(N)
		-- The customer must place their order through the specified sales channels.	(N)

ISSUED: August 17, 2005

EFFECTIVE: September 1, 2005

BY: Marshall M. Criser III, 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 MDU \$25 Online Gift Card Offer</u>	<u>Customers residing in or moving into MDU (multiple dwelling unit) locations with whom BellSouth has a contract will have access to marketing collateral promoting the sale of BellSouth services in the MDU's leasing office. The marketing collateral will contain an offer to receive a \$25 gift card when services are ordered online via expresshomeconnect.com or other URLs used in the BellSouth MDU program</u>	<u>9/1/2005 to 12/31/2005</u> (N)
		<u>Rules and Regulations</u>	(N)
		<u>-- MDU residents can qualify for a \$25 gift card when purchasing BellSouth local phone service via expresshomeconnect.com or other URLs used in the BellSouth MDU program.</u>	(N)
		<u>-- Orders placed on bellsouth.com are excluded from this offer.</u>	(N)
		<u>-- Offer available only to customers establishing new or transferring local phone service in an MDU with whom Bellsouth has a contract.</u>	(N)
		<u>-- The customer must place the order on or before December 31, 2005.</u>	(N)
		<u>-- Offer valid for only one (1) service line per local service address.</u>	(N)
		<u>-- The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or location after the first initial order are not eligible for the reward.</u>	(N)
		<u>-- The customer must place their order through the specified sales channels.</u>	(N)