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

Dear Ms. Salak:

Pursuant to AT&T Florida's March 10, 2006 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, the Answers promotion is scheduled to begin on 05/01/2007 and end on 6/30/2007.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments



## Promotion Description

### **BellSouth Answers (TM/SM) - 1404**

#### Overview

The BellSouth Answers (TM/SM) promotion is scheduled to begin on 05/01/2007 and end on 06/30/2007. The promotion offers a reward to customers who are NEW subscribers to the following services:

- \$75 for BellSouth® FastAccess® AND who subscribe to Ultra or greater level of service
- \$75 for Cingular® wireless service plans with a 2 year service agreement. Prepaid plans are excluded.
- \$150 for DIRECTV® Total Choice or higher service plans when they also are new subscribers to FastAccess Ultra or higher level of service.

#### Promotion Specifics

Customers newly or currently subscribing to any local class of service (example: CC, APCC, IFR) and:

- DSL: Customers newly subscribing during the promotion period to a FastAccess plan (Ultra or higher speed) are eligible to redeem for a \$75 reward that may be in the form of check, Visa Gift Card or other award of comparable retail value or cash equivalent. Note: Customer must be a NEW FastAccess subscriber.
- DirecTV service: Customers newly subscribing to a FastAccess plan (Ultra or higher speed) AND DIRECTV Total Choice or higher service plan are eligible to redeem for a \$150 reward that may be in the form of check, Visa Gift Card or other award of comparable retail value or cash equivalent. Note: Customer must be a NEW FastAccess subscriber.
- Cingular Wireless: Customers newly subscribing during the promotion period to a Cingular wireless plan (prepaid plans are excluded) with a 2 year agreement are eligible to redeem for a \$75 reward that may be in the form of check, Visa Gift Card or other award of comparable retail value or cash equivalent.

#### Promotion Restrictions/Eligibility Requirements

1. Customer must place order for promotion eligible product(s) or service(s) between 5/1/2007 and 6/30/2007.
2. Customer order must be completed prior to reward redemption.
3. Customers must redeem their premium through a specified toll free number or through a specified website within the redemption period (90 days from order date) to receive their reward. Note: DSL reward is redeemable only through website.
4. Customer must be a current subscriber to the promotion eligible BellSouth service at the time of redemption processing.
5. BellSouth reserves the right to discontinue or modify this promotion including modification to the choice of rewards at any time without customer notice.
6. Customer that transfers EXISTING qualifying service from one address to another address is not eligible for the premium offer on that service.
7. Customer may only redeem a maximum of one reward per promotion for each product during the promotion period, excluding Cingular Wireless plans. Customers may redeem multiple rewards for Cingular Wireless.
8. Offer valid for only one (1) service line per account.
9. Customer need not purchase the combination of FastAccess service and DIRECTV services concurrently but both products must be newly purchased within the promotional period be eligible for the \$150 reward.
10. Customer must activate FastAccess, Cingular Wireless, and/or DIRECTV service within 90 days



of order completion to qualify for the respective reward.

12. Cingular Wireless and/or FastAccess must be billed on the customer's BellSouth bill to be eligible for the respective reward.

13. Customer disconnecting or deactivating FastAccess, DIRECTV and/or Cingular service during the promotional period and then reconnecting or reactivating the same service is not eligible for the promotion.

14. Existing Cingular Wireless customers with combined billing who change or upgrade their existing wireless plan within the promotion period are not eligible for the promotion for Cingular Wireless service under this Promotion. (For CIT combined billing does not apply).

15. Existing Cingular Wireless customers who have combined bill with BellSouth are eligible to redeem Cingular Wireless rewards for the promotion when they add an additional Cingular Wireless plan within the promotion period. There is not a restriction to the number of Cingular wireless plans a customer may add.

16. Prepaid Cingular Wireless plans are excluded.

17. Customer must be a new DIRECTV Total Choice or higher plan subscriber; opt-in customers are not eligible for the promotion.

18. Rewards valued at \$75, and \$150, may be in the form of a check, Visa Gift Card, or other rewards of comparable retail value.

18. Customers selecting the Triple Choice bundle (BUN 61) are not eligible to redeem for Answers promotional offers.

### **Affiliate Eligibility**

#### Cingular Wireless

- Affiliates must be purchased through the bundle window and combined billed to qualify.
- Cingular Wireless customers qualify only if a new Cingular wireless plan is purchased with a 2 year service agreement.
- Existing Cingular customer plan changes are not eligible.
- Prepaid wireless plans are not eligible.

#### Combined DIRECTV and FastAccess (DSL Ultra & DSL Xtreme)

- Any new subscriber of both DIRECTV and DSL during the promotional period is eligible for one (1) reward of \$75 for DSL and one reward of \$150 for DTV. Note: New subscribers to DSL Ultra or higher only are still eligible for the \$75 FastAccess reward.
- FastAccess must be combined billed to qualify.
- Dial customers upgrading to DSL are eligible.
- Plan changes among DSL family are not eligible. (For example: DSL Ultra to DSL Xtreme or vice versa).
- Downgrades from DSL Products are not eligible.
- Existing DIRECTV subscribers who opt into the bundle are not eligible for the promotion.