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June 25, 2007

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 to revise BellSouth Answers promotion.

General Subscriber Service Tariff

Section A2 - 1<sup>st</sup> Revised Page 35.6.60.1

The issue and effective dates for this tariff package are June 25, 2007 and June 26, 2007, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments

## **Promotion Description**

### **Extension - New DIRECTV Six Month Free Offer #1448**

#### **Overview**

The Extension - New DIRECTV Six Month Free Offer promotion that began on May 1, 2007 and is scheduled to end on 06/30/2007, is extended until 7/11/2007.

Customers subscribing to the required products of this bundle containing specified voice products (local - BPP or CC, and BSLD - Unlimited Long Distance), qualifying BellSouth® FastAccess® DSL service (1.5, 3.0 or 6.0M), and a qualifying DIRECTV programming package (\$49.99 or higher) will receive \$5.00 off their local voice product and \$5.00 off their DIRECTV service. BST will fund a portion of the qualifying affiliate discounts.

If customer also subscribes to a qualifying Cingular Wireless plan, they will receive discount off their Cingular Wireless plan.

Customers that accept the terms and conditions of the offer, stating that they will maintain the required components of the bundle for 24 months, will be eligible for SIX free months of DirecTV service. (Discounts will be comprised of \$5 off DTV from bundle, \$10 off if customer completes and submits \$10 programming credit rebate and \$34.99 additional discount from DIRECTV if customer signs the offer T&Cs, which will result in a total monthly credits of \$49.99).

If the customer cancels or discontinues one or more of the required services, they will be ineligible for the discount and will be subject to an early termination fee as a result of breaking their contract (see restrictions below).

#### **Promotion Specifics**

For customers to receive this offer, they must subscribe to the following required products:

- BPP or CC (required) - \$5 discount off local COS because of subscription to DSL.
- Unlimited Long Distance (required) - no discount.
- FastAccess 1.5, 3.0 or 6.0 (required) - no discount.
- DTV (required) - plan of \$49.99 or higher - \$5 discount off DTV (possibility for a customer to receive additional discount of \$10 through rebate and additional \$34.99 discount when accepts T&Cs for offer).
- Wireless plan \$39.99 or above (optional) - \$5 discount off WLS if customers subscribes

#### **Promotion Restrictions/Eligibility Requirements**

This offer is available for any customer that meets the defined criteria.

- Customers must purchase new DIRECTV service between 5/1/2007 and 6/30/2007 and activate their DIRECTV service within 30 days of purchase.
- All Customers in Atlanta, Birmingham, Chattanooga, Miami, Ft. Lauderdale, West Palm Beach, and all of North Carolina.
- All Competitive acquisition customers in the 9-state AT&T Southeast region.
- Any customer in the 9-state AT&T Southeast region that indicate they are going to disconnect their landline service customers are eligible to subscribe to other affiliate products.
- This bundle is valid for only one (1) service line at the intended local service address.
- once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill. If the customer cancels or discontinues one or more of the required services, they will be ineligible for the discount.
- For customers that have accepted the T&Cs of this offer must maintain all required bundle components for a minimum of 2 years. Failure to maintain the minimum required components will result in and early termination fee. The early termination fee (ETF) for the Bundle is prorated at \$25/mo. during the six month promotional period and decreases proportionately thereafter based

upon the number of months Customer has completed of his/her 2-year contract. The ETF starts at \$25 in the first month and increases by \$25/mo. each month of the free period, to a maximum of \$150 in month 6. Beginning in month 7, the ETF decreases each month by \$8.25. This ETF will appear as a one time lump sum on the customer's bill. Military customers who are relocated/deployed are excluded from all applicable AT&T early termination fees.

-AT&T reserves the right to discontinue or modify this bundle at any time without notice.

-This bundle can NOT be combined with cash back offers or the Free HD offer. This bundle may be combined with other AT&T and DIRECTV offers. Such offers may be concurrently available from time to time, provided that the company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.

-The customer must place their order through an AT&T SE channel: business office, telemarketing vendor, online, and alternate channels as indicated.

- Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require AT&T SE interstate long distance service).

**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 Answers (Cont'd)	<p><b>Rules and Regulations (Cont'd)</b></p> <p>-- The Free DTV Offer applies to all customers in Miami, Ft. Lauderdale, and West Palm Beach, and all competitive acquisition customers and customers who indicate that they are going to disconnect their landline services.</p> <p>--For customers that have agreed to a term commitment and accepted the terms and conditions of the Free DTV Offer, customer must maintain all bundle components for a minimum of 2 (two) years. Failure to maintain the minimum required components will result in an ETF (Early Termination Fee). If the customer cancels any required services within the first 6 (six) months while they are receiving the \$49.99 bill credits, the customer will be charged an ETF up to a maximum of \$150. Military customers who are relocated /deployed are excluded from all applicable AT&amp;T early termination fees.</p> <p>--The Free DTV Offer cannot be combined with cashback offer or the Free HD offer. This offer may be combined with other AT&amp;T and DIRECTV® offers. Such offers may be concurrently available from time-to-time provided the company reserves the right to prohibit the combination of this offer with any other promotion at the company's discretion.</p> <p>--Customers must purchase new DIRECTV® service between 5/1/2007 and 7/11/2007 and activate their DIRECTV® service within 30 (thirty) days of purchase in order to be eligible for the Free DTV Offer.</p>	(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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth Answers (Cont'd)	<b>Rules and Regulations (Cont'd)</b>  -- The Free DTV Offer applies to all customers in Miami, Ft. Lauderdale, and West Palm Beach, and all competitive acquisition customers and customers who indicate that they are going to disconnect their landline services.  --For customers that have agreed to a term commitment and accepted the terms and conditions of the Free DTV Offer, customer must maintain all bundle components for a minimum of 2 (two) years. Failure to maintain the minimum required components will result in an ETF (Early Termination Fee). If the customer cancels any required services within the first 6 (six) months while they are receiving the \$49.99 bill credits, the customer will be charged an ETF up to a maximum of \$150. Military customers who are relocated /deployed are excluded from all applicable AT&T early termination fees.  --The Free DTV Offer cannot be combined with cashback offer or the Free HD offer. This offer may be combined with other AT&T and DIRECTV® offers. Such offers may be concurrently available from time-to-time provided the company reserves the right to prohibit the combination of this offer with any other promotion at the company's discretion.  --Customers must purchase new DIRECTV® service between 5/1/2007 and <del>6/30/2007</del> <u>7/11/2007</u> and activate their DIRECTV® service within 30 (thirty) days of purchase in order to be eligible for the Free DTV Offer.	(N)  (N)  (N)  (N)  (N)(C)