



AT&T Florida 150 South Monroe St. Suite 400 Tallahassee, FL 32301

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April 30, 2010

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

> **General Subscriber Service Tariff** Section A2 - Sixth Revised Page 32.3

The purpose of this filing is to extend the Business ADL Promotion. This Special Promotion will end August 31, 2010.

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

AT&T Business ADL Promotion

OVERVIEW OF PROMOTION

The Company plans to change the end date for the AT&T Business ADL Promotion. The new end date for this special promotion will be August 31, 2010. The current end date is April 30, 2010. All other elements of this promotion will remain unchanged.

PROMOTION MODIFICATION

This promotion is modified to change the offer end date to August 31, 2010.

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA

ISSUED: April 30, 2010

BY: Marshall M. Criser III, President -FL

Miami, Florida

available

Sixth Revised Page 32.3 Cancels Fifth Revised Page 32.3

EFFECTIVE: May 1, 2010

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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)

71.	THE TOHOV	ving promotions are on the with the Commission. (Cont.d)		
Area of			Period	
Promotion	Service	Charges Waived	Authority	
AT&T Florida	a Business	Business ADL Promotion offers existing business customers a one (1) time bill credit for adding incremental additional	01/01/2010	(C)
Service	ADL	lines ordered either ala carte or within a Complete Choice for Business package. The bill credit will be limited to one	to	
Territory -	Promotion	(1) per account and the credit amount will be determined by the number of lines added. There is a four (4) line	08/31/2010	
From Central		maximum eligibility per customer location. Customers can receive up to a two-hundred dollar (\$200) bill credit per		
Office where		location for participation in this promotion.		
services are				

Promotion Eligibility

- -Available only to existing AT&T business customers subscribing to local exchange service.
- -Promotion is available in all nine (9) states within the SE region.
- -Upgrades are eligible (i.e. ringmaster to 1FB)

Promotion Elements

- -Existing CCB Term, CCB Advantage or CCB Preferred Customers receive a fifty dollar (\$50) bill credit per additional line added (Max \$200) on up to four (4) additional lines.
- -Existing customers without a Term Plan receive a twenty-five dollar (\$25) bill credit per additional line added (Max \$100) on up to four (4) additional lines added without a term plan.
- -Customers will receive a one time bill credit per account (not per line). The amount of the reward is determined by the number of eligible additional lines ordered, and will appear as a one-time credit in the Rewards and Discounts section of the customer's bill in a subsequent billing period, usually within one (1) or two (2) billing cycles.
- -Customers can only take advantage of this offer once through 08/31/2010.
- -Bill credits will become effective within the first bill period following eligibility.
- -Customers must retain all new lines for at least six (6) months in order to retain the credits. Customers that disconnect any of the new line(s) before six (6) months have elapsed will be billed a portion of the one-time credits provided, per the schedule below:

Line Disconnected	Percent of Credits Billed
Within 30 days	100%
Within 31 to 60 days	80%
Within 61 to 90 days	60%
Within 91 to 120 days	40%
Within 121 to 150 days	20%
Greater than 150 days	0%

⁻Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

Promotion Restrictions

- -Existing customers must be under an existing agreement or subscribe to a new agreement for either the CCB Term, CCB Advantage, or CCB Preferred plan in order to receive the fifty dollar (\$50) bill credit per new line added, up to a maximum of four (4).
- -Existing customers who are not on an existing qualifying term plan, but order additional lines ala carte or within a non-termed CCB package will receive a twenty-five dollar (\$25) bill credit per new line added, up to a maximum of four (4).
- -Customers can add a maximum of four (4) additional lines per location that are eligible to receive a bill credit under this promotion.
- -The application date of orders must be between 01/01/2010 08/31/2010
- -All orders must be completed by 09/30/2010
- -Subscribers participating in a Product Level or Volume and Term CSA are not eligible to participate in this promotion.
- -This offer can be combined with the Exclusively 40 and 50 offers and customers will be eligible for the \$25 bill credit per line (Max \$100)
- -This offer CAN NOT be combined with: Save the Deal/Save a Line, Welcoming Rewards or Local Trio

All AT&T and BellSouth marks contained herein and as set forth in the trademarks and service marks section of the BellSouth Tariff are owned by AT&T Intellectual Property or AT&T affiliated companies.

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TELECOMMUNICATIONS, INC.

Cancels Fifth Revised Page 32.3 Cancels Fourth Revised Page 32.3

FLORIDA

ISSUED: April 30, 2010 ISSUED: December 31, 2009

BY: Marshall M. Criser III, President -FL Miami, Florida EFFECTIVE: May 1, 2010 EFFECTIVE: January 1, 2010

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)

A. Th	ne follow	ing promotions are on file with the Commission: (Co	nt'd)		
Area of Promotion Serv	vice	Charges Waived		Period Authority	(D)
AT&T Florida Buservice AD	DL	lines ordered either ala carte or within a Complete Choice f		to	(N)
Territory – Pro From Central Office where services are		(1) per account and the credit amount will be determined by maximum eligibility per customer location. Customers can location for participation in this promotion.		04/30/2010 08/31/2010	<u>(C)</u>
available		Dromotion Eligibility			(N)
available		Promotion Eligibility -Available only to existing AT&T business customers subse	cribing to local exchange service		(N)
		-Promotion is available in all nine (9) states within the SE r	•		(N)
		-Upgrades are eligible (i.e. ringmaster to 1FB)			(N)
		Promotion Elements			(N)
		-Existing CCB Term, CCB Advantage or CCB Preferred Coline added (Max \$200) on up to four (4) additional lines.	ustomers receive a fifty dollar (\$50) bill credit per additional		(N)
		-Existing customers without a Term Plan receive a twenty-f \$100) on up to four (4) additional lines added without a term			(N)
		-Customers will receive a one time bill credit per account (number of eligible additional lines ordered, and will appear	not per line). The amount of the reward is determined by the as a one-time credit in the Rewards and Discounts section		(N)
		of the customer's bill in a subsequent billing period, usually		(C)	(N)
		-Customers can only take advantage of this offer once throu- Bill credits will become effective within the first bill perior		<u>(C)</u>	(N)
		*	on this in order to retain the credits. Customers that disconnect		(N)
	any of the new line(s) before six (6) months have elapsed will be billed a portion of the one-time credits provided				
	ſ	the schedule below: Line Disconnected	Percent of Credits Billed		
	-	Within 30 days	100%		
	-	Within 31 to 60 days	80%		
	-	Within 61 to 90 days	60%		
	-	Within 91 to 120 days	40%		
	-	Within 121 to 150 days	20%		
		Greater than 150 days	0%		
	L		ice of all products and services, and no taxes or fees will be		(N)
		added to the amount of any reward under this program.			
		Promotion Restrictions			(N)
		-Existing customers must be under an existing agreement of CCB Advantage, or CCB Preferred plan in order to receive	e ·		(N)
		maximum of four (4)Existing customers who are not on an existing qualifying termed CCB package will receive a twenty-five dollar (\$25	erm plan, but order additional lines ala carte or within a non-) bill credit per new line added, up to a maximum of four		(N)
		(4).-Customers can add a maximum of four (4) additional lines this promotion.	per location that are eligible to receive a bill credit under		(N)
		The application date of orders must be between 01/01/2010 – 04/30/2010 08/31/2010			(C)(N)
		-All orders must be completed by $\frac{05/31/2010}{09/30/2010}$			(C)(N)
		- · · · · · · · · · · · · · · · · · · ·	d Term CSA are not eligible to participate in this promotion.	•	(N)
		1 1 0	O offers and customers will be eligible for the \$25 bill credit		(N)
		-This offer CAN NOT be combined with: Save the Deal/Sa	ve a Line, Welcoming Rewards or Local Trio		(N)