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June 17, 2011

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 - Original Page 35.6.88.3

The purpose of this filing is to introduce a new retention offer for Complete Choice Enhanced Service on June 20, 2011. This Special Promotion will end October 31, 2011.

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

Complete Choice Enhanced Retention Promotion

Overview

A retail promotion period shall be established from June 20, 2011 through October 31, 2011. During the promotion period, residential customers who call to disconnect service with AT&T and elect to retain service and subscribe to the Complete Choice Enhanced package may receive a bill credit of \$8.00 per month for 12 months on a maximum of two access lines.

Promotion Specifics

Promotion begins 6/20/2011 and ends 10/31/2011.

Promotion Restrictions/Eligibility Requirements

Offer Criteria:

(Rules and Regulations)

- This offer is for retention purposes only
- Customers must have or newly subscribe to Complete Choice Enhanced on each line, up to a maximum of two (2) lines, to receive the monthly credit
- Eligible customers may only receive this offer once during the offer period
- This offer may not be combined with other AT&T California residence line retention offers, including but not limited to the \$5 x 12 Mo Residence Access Line Retention and the Unlimited Long Distance Retention Offer.
- Monthly credits will cease if the customer disconnects the line or the package, or moves from their current location
- The access line (s) must be in service for a minimum of 60 days before the customer becomes eligible for this offer
- Customers must keep the required services for 30 days to receive the benefit of this offer.
- AT&T may discontinue this offer upon 14 days notice or less.

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
AT&T Florida Service Territory – From Central Office where services are available	Complete Choice Enhanced Retention Promotion	Residential customers who call to disconnect service with AT&T and elect to stay and have Complete Choice Enhanced may be eligible to receive an \$8 per month bill credit for 12 months on a maximum of 2 access lines.	06/20/11 to 10/31/11 (N)
		Rules and Regulations	(N)
		-- Customer must have or newly subscribe to Complete Choice Enhanced to be eligible for this offer.	(N)
		-- The access line(s) must be in service for a minimum of 60 days before the customer is eligible for the promotion.	(N)
		-- AT&T employees are not eligible for this offer.	(N)
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$16).	(N)
		-- This offer may not be combined with other residence line retention offers, including but not limited to the \$5 x 12 Mo Residence Access Line Retention Offer and the Unlimited Long Distance Retention Offer.	(N)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	(N)
		-- This promotion is only available for retention purposes.	(N)
		-- Customers must retain the required services for 30 days to receive the benefit of this offer.	(N)
		-- The monthly bill credit will cease if the customer disconnects the line or the package, or moves from their current location.	(N)
		-- Eligible customers may only receive this offer once during the offer period.	(N)
		-- AT&T may discontinue this offer upon 14 days notice or less.	(N)

ISSUED: June 17, 2011 ~~ISSUED: (date)~~

EFFECTIVE: June 20, 2011 ~~EFFECTIVE: (date)~~

BY: Marshall M. Criser III, President - FL ~~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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>AT&T Florida Service Territory – From Central Office where services are available</u>	<u>Complete Choice Enhanced Retention Promotion</u>	<u>Residential customers who call to disconnect service with AT&T and elect to stay and have Complete Choice Enhanced may be eligible to receive an \$8 per month bill credit for 12 months on a maximum of 2 access lines.</u>	<u>06/20/11 (N) to 10/31/11 (N)</u>
		<u>Rules and Regulations</u>	<u>(N)</u>
		<u>-- Customer must have or newly subscribe to Complete Choice Enhanced to be eligible for this offer.</u>	<u>(N)</u>
		<u>-- The access line(s) must be in service for a minimum of 60 days before the customer is eligible for the promotion.</u>	<u>(N)</u>
		<u>-- AT&T employees are not eligible for this offer.</u>	<u>(N)</u>
		<u>-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$16).</u>	<u>(N)</u>
		<u>-- This offer may not be combined with other residence line retention offers, including but not limited to the \$5 x 12 Mo Residence Access Line Retention Offer and the Unlimited Long Distance Retention Offer.</u>	<u>(N)</u>
		<u>-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.</u>	<u>(N)</u>
		<u>-- This promotion is only available for retention purposes.</u>	<u>(N)</u>
		<u>-- Customers must retain the required services for 30 days to receive the benefit of this offer.</u>	<u>(N)</u>
		<u>-- The monthly bill credit will cease if the customer disconnects the line or the package, or moves from their current location.</u>	<u>(N)</u>
		<u>-- Eligible customers may only receive this offer once during the offer period.</u>	<u>(N)</u>
		<u>-- AT&T may discontinue this offer upon 14 days notice or less.</u>	<u>(N)</u>