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February 28, 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, attached for filing with the Commission are the following pages of BellSouth's General Subscriber Service Tariff and the Private Line Services Tariff:

General Subscriber Service Tariff  
Section A13 - First Revised Page 105

Private Line Services Tariff  
Section B7 - First Revised Page 82

The purpose of this filing is to modify the redemption procedure for the BellSouth<sup>R</sup> Select Business<sup>R</sup> Program President's Reward to allow for the auto redemption of rewards in lieu of the forfeiture of rewards for Program Participants who have not selected a redemption option in the specified time period.

The modification will be effective March 15, 2005.

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

## EXECUTIVE SUMMARY

### Description of Proposed Tariff

The purpose of this General Subscriber Services Tariff and Private Line Services Tariff filing is to modify the existing rules and regulations governing the redemption procedure for the BellSouth<sup>®</sup> President's Reward. The BellSouth<sup>®</sup> President's Reward is an existing bonus reward offer available to qualifying BellSouth<sup>®</sup> Select Business<sup>®</sup> Program participants. Currently, the additional bonus reward will be forfeited if the Program Participant fails to provide notice of the selected redemption option by the end of the calendar quarter immediately following the quarter in which the benefit is earned. As of March 15, 2005, if a Program Participant has not redeemed the BellSouth<sup>®</sup> Select President's Reward(s) and fails to provide notice of the redemption option selected by the end of the calendar quarter immediately following the quarter in which the benefit is earned, the benefit shall be redeemed on behalf of the customer for one of the current President's Reward options.

The proposed effective date of this filing is March 15, 2005.

## A13. MISCELLANEOUS SERVICE ARRANGEMENTS

### A13.90 Business Programs (Cont'd)

#### A13.90.1 BellSouth Select Business Program (Cont'd)

- F. BellSouth reserves the right to terminate the Program at any time. No additional Select Points will be awarded from and after the Program termination date.
- G. Further information concerning the Program, including Select Point redemption options and other terms and conditions of the Program, is available at [www.bellsouthselectbusiness.com](http://www.bellsouthselectbusiness.com). In the event of a conflict between any of the information set forth in the referenced website and this tariff, the terms and conditions of this tariff will prevail. (T)
- H. BellSouth will offer qualifying Program Participants an additional bonus reward, BellSouth President's Reward, in accordance with the following rules and regulations. (T)
  - 1. This promotion is available to Program Participants who average over three hundred dollars (\$300) per month in BellSouth spending (including BellSouth Internet for Business services) during a calendar quarter.
  - 2. Program Participants who subscribe to any of the following BellSouth plans, services or term agreements during the relevant quarter are not eligible for the additional bonus reward options: Key Customer, any Reacquisition/Winback program/promotion, BellSouth Complete Choice for Business term agreement, Primary Rate ISDN term agreement, Contract Service Arrangement for any product/service, Volume and Term agreement for any product/service or analog Private Line service.
  - 3. Program participants eligible for an additional bonus reward will be notified within thirty (30) days following the end of the calendar quarter.
  - 4. ***If a Program Participant has not redeemed the BellSouth Select President's Reward(s) and fails to provide notice of the redemption option selected by the end of the calendar quarter immediately following the quarter in which the benefit was earned, the benefit shall be redeemed on behalf of the customer for one of the current President's Reward options given.*** (C)
  - 5. Program Participants that meet the bonus reward criteria for any calendar quarter will have the following bonus reward options. Bonus rewards are in addition to the Select Points awarded to Program Participants. Bonus reward options are subject to change.
    - (a) One hundred dollar (\$100) VIP Gift Card
    - (b) Two (2) months of BellSouth Business FastAccess DSL service
    - (c) Four thousand (4,000) Select Points

## B7. DIGITAL NETWORK SERVICE

### B7.11 Business Programs (Cont'd)

#### B7.11.1 BellSouth Select Business Program (Cont'd)

- I. BellSouth will offer qualifying Program Participants an additional bonus reward, BellSouth President's Reward, in accordance with the following rules and regulations.
  1. This promotion is available to Program Participants who average over three hundred dollars (\$300) per month in BellSouth spending (including BellSouth Internet for Business services) during a calendar quarter.
  2. Program Participants who subscribe to any of the following BellSouth plans, services or term agreements during the relevant quarter are not eligible for the additional bonus reward options: Key Customer, any Reacquisition/Winback program/promotion, BellSouth Complete Choice for Business term agreement, Primary Rate ISDN term agreement, Contract Service Arrangement for any product/service, Volume and Term agreement for any product/service or analog Private Line service.
  3. Program participants eligible for an additional bonus reward will be notified within thirty (30) days following the end of the calendar quarter.
  4. ***If a Program Participant has not redeemed the BellSouth Select president's reward(s) and fails to provide notice of the redemption option selected by the end of the calendar quarter immediately following the quarter in which the benefit was earned, the benefit shall be redeemed on behalf of the customer for one of the current President's Reward options given.*** (C)
  5. Program Participants that meet the bonus reward criteria for any calendar quarter will have the following bonus reward options. Bonus rewards are in addition to the Select Points awarded to Program Participants. Bonus reward options are subject to change.
    - (a) One hundred dollar (\$100) VIP Gift Card
    - (b) Two (2) months of BellSouth Business FastAccess DSL service
    - (c) Four thousand (4,000) Select Points

ISSUED: ~~December 16, 2004~~ February 28, 2005

EFFECTIVE: ~~January 1, 2005~~ March 15, 2005

BY: Joseph P. Lacher, President -FL  
Miami, Florida

## A13. MISCELLANEOUS SERVICE ARRANGEMENTS

### A13.90 Business Programs (Cont'd)

#### A13.90.1 BellSouth Select Business Program (Cont'd)

F. BellSouth reserves the right to terminate the Program at any time. No additional Select Points will be awarded from and after the Program termination date. (M)(C)

~~G. (DELETED)~~ (M)(D)

~~H.G.~~ Further information concerning the Program, including Select Point redemption options and other terms and conditions of the Program, is available at [www.bellsouthselectbusiness.com](http://www.bellsouthselectbusiness.com). In the event of a conflict between any of the information set forth in the referenced website and this tariff, the terms and conditions of this tariff will prevail. (M)

~~I.H.~~ BellSouth will offer qualifying Program Participants an additional bonus reward, BellSouth President's Reward, in accordance with the following rules and regulations. (N)

1. This promotion is available to Program Participants who average over three hundred dollars (\$300) per month in BellSouth spending (including BellSouth Internet for Business services) during a calendar quarter. (N)
2. Program Participants who subscribe to any of the following BellSouth plans, services or term agreements during the relevant quarter are not eligible for the additional bonus reward options: Key Customer, any Reacquisition/Winback program/promotion, BellSouth Complete Choice for Business term agreement, Primary Rate ISDN term agreement, Contract Service Arrangement for any product/service, Volume and Term agreement for any product/service or analog Private Line service. (N)
3. Program participants eligible for an additional bonus reward will be notified within thirty (30) days following the end of the calendar quarter. (N)
4. ~~The additional bonus reward will be forfeited if the~~ *If a Program Participant **has not redeemed the BellSouth Select President's Reward(s) and** fails to provide notice of the ~~selected~~ redemption option **selected** by the end of the calendar quarter immediately following the quarter in which the benefit was earned, **the benefit shall be redeemed on behalf of the customer for one of the current President's Reward options given.*** (C)(N)
5. Program Participants that meet the bonus reward criteria for any calendar quarter will have the following bonus reward options. Bonus rewards are in addition to the Select Points awarded to Program Participants. Bonus reward options are subject to change. (N)
  - (a) One hundred dollar (\$100) VIP Gift Card (N)
  - (b) Two (2) months of BellSouth Business FastAccess DSL service (N)
  - (c) Four thousand (4,000) Select Points (N)

Material appearing on this page previously appeared on page(s) 104 of this section.

All BellSouth marks contained herein and as set forth in the trademarks and servicemarks section of this Tariff are owned by BellSouth Intellectual Property Corporation.

ISSUED: ~~December 16, 2004~~ February 28, 2005

EFFECTIVE: ~~January 1, 2005~~ March 15, 2005

BY: Joseph P. Lacher, President -FL  
Miami, Florida

## B7. DIGITAL NETWORK SERVICE

### B7.11 Business Programs (Cont'd)

#### B7.11.1 BellSouth Select Business Program (Cont'd)

- I. BellSouth will offer qualifying Program Participants an additional bonus reward, BellSouth President's Reward, in accordance with the following rules and regulations. (N)
1. This promotion is available to Program Participants who average over three hundred dollars (\$300) per month in BellSouth spending (including BellSouth Internet for Business services) during a calendar quarter. (N)
2. Program Participants who subscribe to any of the following BellSouth plans, services or term agreements during the relevant quarter are not eligible for the additional bonus reward options: Key Customer, any Reacquisition/Winback program/promotion, BellSouth Complete Choice for Business term agreement, Primary Rate ISDN term agreement, Contract Service Arrangement for any product/service, Volume and Term agreement for any product/service or analog Private Line service. (N)
3. Program participants eligible for an additional bonus reward will be notified within thirty (30) days following the end of the calendar quarter. (N)
4. ~~The additional bonus reward will be forfeited if the~~ If a Program Participant *has not redeemed the BellSouth Select president's reward(s) and* fails to provide notice of the *selected*-redemption option *selected* by the end of the calendar quarter immediately following the quarter in which the benefit was earned, *the benefit shall be redeemed on behalf of the customer for one of the current President's Reward options given.* (C)(N)
5. Program Participants that meet the bonus reward criteria for any calendar quarter will have the following bonus reward options. Bonus rewards are in addition to the Select Points awarded to Program Participants. Bonus reward options are subject to change. (N)
  - (a) One hundred dollar (\$100) VIP Gift Card (N)
  - (b) Two (2) months of BellSouth Business FastAccess DSL service (N)
  - (c) Four thousand (4,000) Select Points (N)