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April 30, 2008

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 to extend the Encore promotion.

General Subscriber Service Tariff

Section A2 - 4th Revised Page 35.6.44
- Original Page 35.6.44.1
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The issue and effective dates for this tariff package are April 30, 2008 and May 1, 2008, 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

2T08 Encore Bonus Promotion

Overview

The 2T08 Encore Bonus Promotion is extended beginning on 05/01/2008 and ending on 08/31/2008. This promotion is an offer available to existing AT&T business subscribers located in the AT&T nine (9) state SE region, excluding certain wire centers in Florida, with 120 days or less remaining on their current AT&T local service subscriber term Agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the 120 day period.

Promotion Specifics

This promotion is an offer available to existing AT&T business subscribers located in the nine (9) state region, excluding certain wire centers in Florida, with 120 days or less remaining on their current AT&T local service subscriber term Agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the 120 day period.

Program Eligibility

- Subscribers located in the state of Florida must be located in an eligible wire center.
- Available only to existing AT&T business customers with 120 days or less remaining on their current AT&T local service subscriber term election Agreement.
- To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement.
- Subscriber must sign a new AT&T Agreement within 120 days remaining on the current AT&T agreement.
- Subscriber must sign an eligible AT&T Local Exchange Agreement Promotion agreement for existing customers, unless otherwise noted.

Promotion Elements

- Reward: one time, non-recurring reward of \$100.

Eligibility: Must sign a AT&T Local Exchange Agreement Promotion agreement.

Reward: One time \$100 bill credit per subscriber account

- The reward will appear as a one-time credit in the Rewards and Discounts section of the Subscriber's bill in a subsequent billing period, usually within one or two billing cycles.
- Participation in the Program begins on the date the Subscriber commits to a new AT&T Agreement and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's term election agreement order and service is installed.
- In the event the Subscriber terminates the new AT&T Agreement within twelve (12) months from the date the Program term begins, the Subscriber must pay back to AT&T the bill reward received. This charge will appear on a subsequent bill or the Subscriber's final bill as a charge in the OC&C section of the subscribers bill. Payment of this charge does not release the Subscriber from other previous amounts owed to AT&T.
- 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

- AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.
- Subscribers participating in a Product Level or Volume and Term Contract Service Arrangements are NOT eligible to participate in this promotion.
- This promotion may not be used concurrently with the Deluxe Rewards Promotion, Additional Line Promotion , Bundle Incentive, or the Renewal Incentive Promotion

Promotion Restrictions/Eligibility Requirements

Information provided in section 1.1.3

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	Charges Waived/Description	Period Authority
AT&T Florida Service Territory – From Central Office where services are available	BellSouth-Encore Bonus Promotion	This promotion is an offer available to existing BellSouth-AT&T business subscribers with one hundred twenty days (120) days or less remaining on their current <u>AT&T BellSouth-local service subscriber term election Agreement</u> . To be eligible for this promotion, Subscribers who contact or are contacted by <u>AT&T BellSouth</u> must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new BellSouth local exchange service term agreement. The <u>A qualifying</u> Subscriber will receive a one-time credit of \$100 for signing a new <u>AT&T BellSouth-local exchange service agreement</u> within the one hundred twenty (120) day period.	01/01/07 to 4/30/2008/3/1/2008 (C)
Rules And Regulations			
		--Available only to existing <u>AT&T BellSouth-business customers in selected wire centers</u> with one hundred twenty (120) days or less remaining on their current <u>AT&T BellSouth local exchange service subscriber-term election Agreement</u> .	(C)
		-- Subscriber must sign a new <u>AT&T BellSouth Agreement</u> within one hundred twenty (120) days remaining on the current <u>AT&T BellSouth agreement</u> .	(T)
		--Subscriber must sign an eligible <u>AT&T BellSouth-Local Exchange Promotion Agreement Promotion Agreement</u> for existing customers, unless otherwise noted.	(T)
		--Reward: non-recurring reward of \$100 bill credit per subscriber account.	
		--Eligibility: Must sign a <u>AT&T BellSouth-Local Exchange Promotion Agreement Promotion Agreement</u> .	(T)
		--The reward will appear as a one-time credit in the Rewards and Discounts section of the Subscriber's bill in a subsequent billing period, usually within one (1) or two (2) billing cycles.	(T)
		--Participation in the Program begins on the date the Subscriber commits to a new <u>AT&T BellSouth Agreement</u> and <u>AT&T BellSouth</u> accepts (unless voided by <u>AT&T BellSouth</u>). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that <u>AT&T BellSouth</u> completes the Subscriber's term election agreement order and service is installed.	(T)
		--In the event the Subscriber terminates the new <u>AT&T BellSouth Agreement</u> within twelve (12) months from the date the Program term begins, the Subscriber must pay back to <u>AT&T BellSouth</u> the bill reward received. This charge will appear on a subsequent bill or the Subscriber's final bill as a charge in the OC&C section. Payment of this charge does not release the Subscriber from other previous amounts owed to <u>AT&T BellSouth</u> .	(T)
		--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.	
		--This promotion may not be used concurrently with the BellSouth-Deluxe Rewards Promotion, Core-Additional Lines Promotion, Bundle Incentive or the Renewal Incentive Promotion.	(T)
		-- <u>AT&T BellSouth</u> reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.	(T)

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
AT&T Florida
Service Territory –
From Central Office
where services are
available

Service
Encore Bonus
Promotion (Cont'd)

Description
Rules And Regulations (Cont'd)

Period
Authority

--Excluded Florida Wire Centers

<u>CLLI</u>	<u>Wire Center (CO)</u>
<u>BLGLFLMA</u>	<u>BELLE GLADE</u>
<u>FRBHFLFP</u>	<u>FERNANDINA BEACH</u>
<u>KYWSFLMA</u>	<u>KEY WEST</u>
<u>MRTHFLVE</u>	<u>VACA KEY</u>
<u>NSBHFLMA</u>	<u>NEW SMYRNA BEACH</u>
<u>STAGFLMA</u>	<u>ST. AUG. MAIN</u>

(N)
 (N)
 (N)
 (N)
 (N)
 (N)
 (N)

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	Encore Bonus Promotion	This promotion is an offer available to existing AT&T business subscribers with one hundred twenty days (120) days or less remaining on their current AT&T local service subscriber term <i>agreement</i> . To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new BellSouth local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the one hundred twenty (120) day period.	01/01/07 to 8/31/2008 (C)
Rules And Regulations			
--Available only to existing AT&T business customers <i>in selected wire centers</i> with one hundred twenty (120) days or less remaining on their current AT&T local <i>exchange service term agreement</i> .			(C)
-- Subscriber must sign a new AT&T Agreement within one hundred twenty (120) days remaining on the current AT&T Agreement.			(T)
--Subscriber must sign an eligible AT&T Local Exchange <i>Promotion Agreement</i> for existing customers, unless otherwise noted.			(T)
--Reward: non-recurring reward of \$100 bill credit per subscriber account.			
--Eligibility: Must sign <i>an AT&T</i> Local Exchange Promotion Agreement.			(T)
--The reward will appear as a one-time credit in the Rewards and Discounts section of the Subscriber's bill in a subsequent billing period, usually within one (1) or two (2) billing cycles.			(T)
--Participation in the Program begins on the date the Subscriber commits to a new AT&T Agreement and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's term election agreement order and service is installed.			(T)
--In the event the Subscriber terminates the new AT&T Agreement within twelve (12) months from the date the Program term begins, the Subscriber must pay back to AT&T the bill reward received. This charge will appear on a subsequent bill or the Subscriber's final bill as a charge in the OC&C section. Payment of this charge does not release the Subscriber from other previous amounts owed to AT&T .			(T)
--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.			
--This promotion may not be used concurrently with the Deluxe Rewards Promotion, Additional Lines Promotion, Bundle Incentive or the Renewal Incentive Promotion.			(T)
-- AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.			(T)

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	Encore Bonus	Rules And Regulations (Cont'd)	(N)
Service Territory – From Central Office where services are available	Promotion (Cont'd)	--Excluded Florida Wire Centers	(N)
		CLLI	
		Wire Center (CO)	
		BLGLFLMA	BELLE GLADE (N)
		FRBHFLFP	FERNANDINA BEACH (N)
		KYWSFLMA	KEY WEST (N)
		MRTHFLVE	VACA KEY (N)
		NSBHFLMA	NEW SMYRNA BEACH (N)
		STAGFLMA	ST. AUG. MAIN (N)