BellSouth Telecommunications, Inc. 150 South Monroe Street Suite 400 Tallahassee, Florida 32301

marshall.criser@bellsouth.com

April 15, 2005

Beth Salak, Director Competitive Markets and Enforcement Attn: Tariff Section 2540 Shumard Oak Boulevard Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Section A2

Pursuant to Florida Statute 364.051, enclosed is a package filing for BellSouth eStore DIRECTV Offer.

General Subscriber Service Tariff Original Page 35.6.24 _

The issue and effective dates for this tariff package are April 15 and May 1, 2005, respectively.

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

Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III mrs

Regulatory Vice President Attachments

Marshall M. Criser III Vice President Regulatory & External Affairs

(850) 224-7798

Fax (850) 224-5073

Promotion Description

BELLSOUTH eStore Movers DIRECTV® Offer

Proposed Promotion

BellSouth eStore Movers DIRECTV® Offer begins May 1, 2005 and ends August 31, 2005. Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.

Promotion Specifics

1. Residential customers who successfully transfer their existing BellSouth services to a new service address and also order new DIRECTV® service online at Bellsouth.com may be eligible to receive a forty-five dollar (\$45.00) Target® Gift Card.

Promotion Restrictions

- 1. Offer valid in all nine (9) states AL, GA, FL, KY, LA, MS, NC, SC, TN
- 2. Customers must place their orders on or before August 31, 2005.
- 3. Transfer orders must be successfully completed by September 23, 2005 to be eligible.
- 4. Limit of one (1) Target® Gift Card per BellSouth customer account.
- 5. Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.
- 6. Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.
- 7. Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.
- 8. Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.
- 9. Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.
- 10. BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.
- 11. BellSouth reserves the right to discontinue this promotion at any time without notice.
- 12. This promotion is only available to customers where BellSouth service and facilities are available.
- 13. Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).
- 14. Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.
- 15. Customers who order DIRECT® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).
- 16. Offer is available to BellSouth employees.

Tariff Filing Package Number: FL 2005-081

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)

01				
Area of Promotion BellSouth's Service Territory – From Central Office where services are available	Service BellSouth eStore Movers DIRECTV® Offer	Charges Waived Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.	Period Authority 5/1/05 to 8/31/05	(N)
		Rules And Regulations		(N)
		Customers must place their orders on or before August 31, 2005.		(N)
		Transfer orders must be successfully completed by September 23, 2005 to be eligible.		(N)
		Limit of one (1) Target® Gift Card per BellSouth customer account.		(N)
		Within four to six weeks (4-6) after the online order has completed, a redemption e- mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.		(N)
		Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.		(N)
		Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.		(N)
		Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.		(N)
		Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.		(N)
		BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.		(N)
		BellSouth reserves the right to discontinue this promotion at any time without notice.		(N)
		This promotion is only available to customers where BellSouth service and facilities are available.		(N)
		Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).		(N)
		Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.		(N)
		Customers who order DIRECT® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).		(N)
		Offer is available to BellSouth employees.		(N)

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. Target® is a registered trademark of Dayton Hudson Brands, Inc.

DIRECTV® is a registered trademark of DIRECTV, Inc.

EFFECTIVE: May 1, 2005

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 BellSouth's Service Territory – From Central Office where services are available	BellSouth eStore Movers DIRECTV Offer	Charges Waived Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a forty-five dollar (\$45.00) Target® Gift Card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers offer plus an additional ten-dollars (\$10.00) for the purchase of DIRECTV®.	Period Authority <u>5/1/05</u> <u>to</u> <u>8/31/05</u>	<u>(N)</u>
		Rules And Regulations		<u>(N)</u>
		Customers must place their orders on or before August 31, 2005.		<u>(N)</u>
		Transfer orders must be successfully completed by September 23, 2005 to be eligible.		<u>(N)</u>
		Limit of one (1) Target® Gift Card per BellSouth customer account.		<u>(N)</u>
		Within four to six weeks (4-6) after the online order has completed, a redemption e- mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.		<u>(N)</u>
		Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.		<u>(N)</u>
		Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.		<u>(N)</u>
		Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.		<u>(N)</u>
		Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.		<u>(N)</u>
		BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.		<u>(N)</u>
		BellSouth reserves the right to discontinue this promotion at any time without notice.		<u>(N)</u>
		This promotion is only available to customers where BellSouth service and facilities are available.		<u>(N)</u>
		Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).		<u>(N)</u>
		Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.		<u>(N)</u>
		Customers who order DIRECT® in a separate transaction will not receive the forty- five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).		<u>(N)</u>
		Offer is available to BellSouth employees.		<u>(N)</u>

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