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**Marshall M. Criser III**  
Vice President  
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December 17, 2004

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 filing for BellSouth Movers Gift Card Offer Extension.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.10

The issue and effective dates for this tariff package are December 17, 2004 and January 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

## Promotion Description

# Movers Gift Card Offer

### **Proposed Promotion**

BellSouth Movers Gift Card Offer promotion is extended from January 1, 2005 to December 31, 2005. This offer targets consumers identified as having a high propensity to move with a \$25 Target® Gift Card when an N or T order is placed via an 800 number.

### **Promotion Specifics**

1. Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card.
2. Gift cards will be distributed based on coupon fulfillment.

### **Restrictions/Eligibility Requirements**

1. Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.
2. Customer must place their order by calling the designated 800 number.
3. Customer must place an N or T order with BellSouth.
4. Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.
5. BellSouth reserves the right to modify this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
6. BellSouth reserves the right to terminate this promotion at any time.

**Tariff Filing Package Number: FL 2004-049**

## 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	Period Authority	(C)
BellSouth's Service Territory – From Central Office where services are available	Movers Gift Card Offer	Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card. Gift cards will be distributed based on coupon fulfillment.	08/01/04 to 12/31/05	
Rules And Regulations				
--Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.				
--Customer must place their order by calling the designated 800 number.				
--Customer must place an N or T order with BellSouth.				
--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.				
--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.				

## 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	Period Authority
BellSouth's Service Territory – From Central Office where services are available	Movers Gift Card Offer	Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card. Gift cards will be distributed based on coupon fulfillment.	08/1/04 to <u>12/31/05</u>
		Rules And Regulations	(N)
		--Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.	(N)
		--Customer must place their order by calling the designated 800 number.	(N)
		--Customer must place an N or T order with BellSouth.	(N)
		--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)