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**Marshall M. Criser III**  
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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:

Enclosed is a package filing for BellSouth New CCB Offer (Complete Choice for Business).

General Subscriber Service Tariff

Section A2

- Original Page 35.6.19

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. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III mrs

Regulatory Vice President

Attachments

## PROMOTION DESCRIPTION

### Classic Answers Reward Promotion

#### Proposed Promotion

The BellSouth Classic Answers Reward provides to subscribers who purchase new CCFB (Complete Choice for Business) service and/or a new local exchange term agreement a bill reward valued at fifty-dollars (\$50.00) for each, if subscribers also have or purchase a BSLD (BellSouth Long Distance) plan. Subscribers can qualify to receive up to one hundred dollars (\$100.00) in bill rewards for subscribing to both CCFB and a local exchange term election agreement. Subscribers may receive one hundred dollars (\$100.00) for subscribing to CCFB term plan. Subscribers must be an existing local exchange customer and must have or purchase a BellSouth Long Distance domestic plan in order to participate in the program, and to receive the rewards specified. The promotional period for this offer is January 1, 2005 to April 30, 2005.

#### Promotion Specifics

1. Available only to existing BellSouth business customers subscribing to local exchange service.
2. Subscribers must have or subscribe to a BellSouth Long Distance domestic plan to be eligible for this promotion.
3. Promotion is available in all nine states. Subscribers in Florida Rate Groups 1, 2, 3 and 4 are not eligible to participate in this promotion.
4. Subscribers can qualify to receive up to one hundred dollars (\$100.00) in bill reward credit.
5. Subscribers do not have to order all components at the same time to qualify for the specific bill rewards.
6. Upgrades from 1FB to CCB are eligible.
7. The reward will appear as a one-time credit in the OC&C section of the subscriber bill in a subsequent billing period usually within one or two billing cycles.
8. Bill rewards are per account not per line.
9. Subscribers must maintain the BellSouth Long Distance domestic plan for a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward(s) received. This charge will appear on the subscriber's bill as a charge in the OC&C section.
10. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount of any reward under this program.

#### Promotion Restrictions

1. The application date of orders must be between January 1, 2005 and April 30, 2005..

2. Subscribers participating in the Classic Answers Promotion are not eligible to participate in BellSouth Welcoming Rewards Promotion, Additional Line Promotion, CCB Term (CORE), or Deluxe Rewards Promotion.
3. BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.

## 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
BellSouth's Service Territory – From Central Office where services are available	BellSouth Classic Answers Reward	The BellSouth Classic Answers Reward provides to subscribers who purchase new CCFB (Complete Choice for Business) service and/or a new local exchange term agreement, a bill reward valued at fifty-dollars (\$50.00) for each, if the subscriber also has or purchases a BSLD (BellSouth Long Distance) plan. Subscriber can qualify to receive up to one hundred dollars (\$100.00) in bill rewards for subscribing to both CCFB and a local exchange term election agreement. Subscriber may receive one hundred dollars (\$100.00) for subscribing to CCFB term plan. Subscriber must be an existing local exchange customer and must have or purchase a BSLD domestic plan in order to participate in the program, and to receive the rewards specified.	1/1/05 to 4/30/05 (N)
		Rules And Regulations	(N)
		-- Available only to existing BellSouth business customers subscribing to local exchange service.	(N)
		-- Subscriber must have or subscribe to a BellSouth Long Distance domestic plan to be eligible for this promotion.	(N)
		-- Promotion is available in all nine states. Subscribers in Florida Rate Groups 1, 2, 3 and 4 are not eligible to participate in this promotion.	(N)
		-- Subscribers can qualify to receive up to one hundred dollars (\$100.00) in bill reward credit.	(N)
		-- Subscribers do not have to order all components at the same time to qualify for those specific bill rewards.	(N)
		-- Upgrades from 1FB to CCB are eligible.	(N)
		-- The reward will appear as a one-time credit in the OC&C section of the subscriber bill in a subsequent billing period usually within one or two billing cycles.	(N)
		-- Bill rewards are per account not per line.	(N)
		-- Subscriber must maintain the BellSouth Long Distance domestic plan for a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward(s) received. This charge will appear on the subscriber's bill as a charge in the OC&C section.	(N)
		--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount of any reward under this program.	(N)
		--The application date of orders must January 1, 2005 to April 30, 2005.	(N)
		--Subscribers participating in the Classic Answers Promotion are not eligible to participate in BellSouth Welcoming Rewards Promotion, Additional Line Promotion, CCB Term (CORE), or Deluxe Rewards Promotion.	(N)
		-- BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)

ISSUED: December 17, 2004

EFFECTIVE: January 1, 2005

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)

Area of Promotion	Service	Description	Period Authority
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Classic Answers Reward</u>	<u>The BellSouth Classic Answers Reward provides to subscribers who purchase new CCFB (Complete Choice for Business) service and/or a new local exchange term agreement. a bill reward valued at fifty-dollars (\$50.00) for each, if the subscriber also has or purchases a BSLD (BellSouth Long Distance) plan. Subscriber can qualify to receive up to one hundred dollars (\$100.00) in bill rewards for subscribing to both CCFB and a local exchange term election agreement. Subscriber may receive one hundred dollars (\$100.00) for subscribing to CCFB term plan. Subscriber must be an existing local exchange customer and must have or purchase a BSLD domestic plan in order to participate in the program, and to receive the rewards specified.</u>	<u>1/1/05 to 4/30/05</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>-- Available only to existing BellSouth business customers subscribing to local exchange service.</u>	(N)
		<u>-- Subscriber must have or subscribe to a BellSouth Long Distance domestic plan to be eligible for this promotion.</u>	(N)
		<u>-- Promotion is available in all nine states. Subscribers in Florida Rate Groups 1, 2, 3 and 4 are not eligible to participate in this promotion.</u>	(N)
		<u>-- Subscribers can qualify to receive up to one hundred dollars (\$100.00) in bill reward credit.</u>	(N)
		<u>-- Subscribers do not have to order all components at the same time to qualify for those specific bill rewards.</u>	(N)
		<u>-- Upgrades from 1FB to CCB are eligible.</u>	(N)
		<u>-- The reward will appear as a one-time credit in the OC&amp;C section of the subscriber bill in a subsequent billing period usually within one or two billing cycles.</u>	(N)
		<u>-- Bill rewards are per account not per line.</u>	(N)
		<u>-- Subscriber must maintain the BellSouth Long Distance domestic plan for a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward(s) received. This charge will appear on the subscriber's bill as a charge in the OC&amp;C section.</u>	(N)
		<u>--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount of any reward under this program.</u>	(N)
		<u>--The application date of orders must January 1, 2005 to April 30, 2005.</u>	(N)
		<u>--Subscribers participating in the Classic Answers Promotion are not eligible to participate in BellSouth Welcoming Rewards Promotion, Additional Line Promotion, CCB Term (CORE), or Deluxe Rewards Promotion.</u>	(N)
		<u>-- BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.</u>	(N)