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March 17, 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 is the following page of BellSouth's General Subscriber Service Tariff:

General Subscriber Service Tariff
Section A2 - First Revised Page 32.9

The purpose of this filing is to provide for the BellSouth^R Select Line Redemption Special Promotion. This Promotion will begin April 1, 2005 and end December 31, 2005.

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

Florida
Promotion Description

BellSouth Select[®] Line Redemption

OVERVIEW OF PROMOTION

BellSouth plans to offer the following special promotion beginning April 1, 2005 and ending on December 31, 2005.

This special promotion provides for participants of the BellSouth Select Business[®] program to redeem accumulated BellSouth Select[®] points for a bill credit towards local line service. Offer will only be available to customers when subscribing to new or additional lines. Redemption will be offered in a one (1) month credit of \$36 or a three (3) month credit of \$108.

Program Eligibility

- Customer must be enrolled in the Bellsouth Select Business program and have enough points earned to redeem for the product.
- Customer must subscribe to a new or additional line during the promotional period and prior to the redemption in order to qualify.

Program Elements

- Customers meeting program eligibility will be able to redeem points for the following credit towards a line:

| Months of Credit | Dollar Value of Credit | Points to Redeem |
|-------------------------|-------------------------------|-------------------------|
| 1 month | \$36 | 750 |
| 3 months | \$108 | 2250 |

- Customers can redeem points for the credit through standard redemption methods.

Program Restrictions

- Subject to obtaining any required regulatory approval, BellSouth Select reserves the right to terminate this program at any time.
- Limit one (1) redemption per additional line added.

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 offices where services are available | Realtor Gift Card Offer | Customers who order BellSouth service via a designated website per a referral from their real estate agent will be eligible to receive a Gift Card of up to fifty dollars (\$50). | 06/21/04 to 12/31/04 (N) |
| | | Restrictions and Eligibility Criteria: | (N) |
| | | --Offer is limited to N and T orders only. | (N) |
| | | --Orders for service must be placed via the online ordering tool (does not include eStore). | (N) |
| | | --Orders placed via eStore or the Consumer Large Team will not be eligible for this promotion. | (N) |
| | | --Orders must be placed on or by December 31, 2004. | (N) |
| | | --Offer limited to one (1) eligible line per customer. | (N) |
| | | --Gift Card is not redeemable for cash. | (N) |
| | | --This promotion is only available to customers where BellSouth offers service and facilities are available. | (N) |
| | | --BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes. | (N) |
| (DELETED) | | | (D) |
| BellSouth Select Line Redemption | | --BellSouth reserves the right to terminate this promotion at any time. | (N) |
| | | --This special promotion provides for participants of the BellSouth Select Business program to redeem accumulated BellSouth Select points for a bill credit towards local line service. | 04/01/05 to 12/31/05 (N) |
| | | --This offer will only be available to customers when subscribing to new or additional lines. | (N) |
| | | --Redemption will be offered in a one (1) month credit of thirty-six dollars (\$36) or a three (3) month credit of one hundred and eight dollars (\$108). | (N) |
| | | --Customer must be enrolled in the Bellsouth Select Business program and have enough points earned to redeem for the product. | (N) |
| | | --Customer must subscribe to a new or additional line during the promotional period and prior to the redemption in order to qualify. | (N) |
| | | --Customers meeting program eligibility will be able to redeem points for the following credit towards a line: | (N) |
| | | Months of Credit Dollar Value of Credit Points to Redeem | (N) |
| | | 1 month \$36 750 | (N) |
| | | 3 months \$108 2250 | (N) |
| --Customer can redeem points for the credit through standard redemption methods. | (N) | | |
| --Subject to obtaining any required regulatory approval, BellSouth Select reserves the right to terminate this program at any time. | (N) | | |
| --Limit one (1) redemption per additional line added. | (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 | Charges Waived | Period Authority | | |
|---|--|---|-------------------------------|-------------------------|-----|
| BellSouth's service territory from central offices where services are available | (DELETED) BellSouth Select Line Redemption | --This special promotion provides for participants of the BellSouth Select Business program to redeem accumulated BellSouth Select points for a bill credit towards local line service. | 04/01/05 to 12/31/05 | | |
| | | --This offer will only is available to customers when subscribing to new or additional lines. | (N) | | |
| | | --Redemption will be offered in a one (1) month credit of thirty-six dollars (\$36) or a three (3) month credit of one hundred and eight dollars (\$108). | (N) | | |
| | | --Customer must be enrolled in the Bellsouth Select Business program and have enough points earned to redeem for the product. | (N) | | |
| | | --Customer must subscribe to a new or additional line during the promotional period and prior to the redemption in order to qualify. | (N) | | |
| | | --Customers meeting program eligibility will be able to redeem points for the following credit towards a line: | (N) | | |
| | | <u>Months of Credit</u> | <u>Dollar Value of Credit</u> | <u>Points to Redeem</u> | (N) |
| | | 1 month | \$36 | 750 | (N) |
| | | 3 months | \$108 | 2250 | (N) |
| | | --Customer can redeem points for the credit through standard redemption methods. | (N) | | |
| | | --Subject to obtaining any required regulatory approval, BellSouth Select reserves the right to terminate this program at any time. | (N) | | |
| | | --Limit one (1) redemption per additional line added. | (N) | | |