

Promotion Description

Classic Answers Reward

Proposed Promotion

The Classic Answers Reward Promotion begins May 1, 2005 and ends on August 31, 2005. This promotion offers new and existing business subscribers who purchase new CCfB (Complete Choice for Business) package a twenty-dollar (\$20.00) monthly bill credit reward for four (4) consecutive months, if subscriber also has or signs a local service term agreement and has or purchases a BSLD domestic plan. Subscribers will receive a total bill credit reward of eighty-dollars (\$80.00).

Promotion Specifics

1. Available to new and existing BellSouth business customers subscribing to local exchange service.
2. Subscribers must have or sign a local service term agreement in order to participate in this promotion.
3. Subscribers must have or purchase a BellSouth Long Distance domestic plan to participate in this promotion.
4. Bill credit reward is four (4) consecutive monthly payments of twenty-dollars (\$20.00) and is applicable at the account level not the line level.
5. The non-recurring bill credit reward of eighty-dollars (\$80.00) (twenty-dollars each month for 4 consecutive months) will appear in the OC&C section of the subscribers' bill in a subsequent billing period usually within one or two billing cycles.
6. Subscribers must keep both the CCfB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received. This charge will appear on the subscribers' bill as a charge in the OC&C section.
7. 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 promotion.
8. 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.

Promotion Restrictions

1. Subscribers that are already in a CCfB package are not eligible to participate in this promotion.
2. The maximum reward that subscribers can receive for participating in this promotion is eighty-dollars (\$80.00).
3. There is no minimum or maximum purchase required to receive this promotion.
4. The application date of orders must be May 1, 2005 through August 31, 2005.
5. Subscribers must maintain the CCfB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the specific reward amount received.
6. Subscribers who are participating in the Classic Answers Reward Promotion are not eligible to participate in the Deluxe Rewards Promotion, Welcoming Reward Promotion, Additional Line Promotion, or the Existing Customer CCfB Promotion.
7. Out of region customers are not eligible to participate in this promotion.
8. Bill credit reward is only for adding a new CCfB package. Existing CCfB subscribers that add additional core verticals, lines, or who increase package size are not eligible to participate in this promotion.
9. Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.

Tariff Filing Package Number: FL 2005-078

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	BellSouth Classic Answers Reward	This promotion offers new and existing business subscribers who purchase new CCFB (Complete Choice for Business) package a twenty-dollar (\$20.00) monthly bill credit reward for four (4) consecutive months, if subscriber also has or signs a local service term agreement and has or purchases a BSLD domestic plan. Subscribers will receive a total bill credit reward of eighty dollars (\$80.00).	5/1/05 to 8/31/05
		Rules And Regulations	(N)
		--Available to new and existing BellSouth business customers subscribing to local exchange service. Subscribers must have or sign a local service term agreement in order to participate in this promotion. Subscribers must have or purchase a BellSouth Long Distance domestic plan to participate in this promotion. Subscribers that are already in a CCFB package are not eligible to participate in this promotion.	(N)
		--Bill credit reward is four (4) consecutive monthly payments of twenty dollars (\$20.00) and is applicable at the account level, not the line level. The non-recurring bill credit reward of eighty-dollars (\$80.00) (twenty-dollars each month for 4 consecutive months) will appear in the OC&C section of the subscribers' bill in a subsequent billing period usually within one or two billing cycles.	(N)
		--Subscribers must keep both the CCFB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received. This charge will appear on the subscribers' 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 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)
		--The maximum reward that subscribers can receive for participating in this promotion is eighty-dollars (\$80.00). There is no minimum or maximum purchase required to receive this promotion.	(N)
		--The application date of orders must be May 1, 2005 through August 31, 2005.	(N)
		--Subscribers must maintain the CCFB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the specific reward amount received.	(N)
		--Subscribers who are participating in the Classic Answers Reward Promotion are not eligible to participate in the Deluxe Rewards Promotion, Welcoming Reward Promotion, Additional Line Promotion, or the Existing Customer CCFB Promotion.	(N)
		--Out of region customers are not eligible to participate in this promotion.	(N)
		--Bill credit reward is only for adding a new CCFB package. Existing CCFB subscribers that add additional core verticals, lines, or who increase package size are not eligible to participate in this promotion.	(N)
		--Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.	(N)

ISSUED: April 15, 2005

EFFECTIVE: May 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	Charges Waived	Period Authority
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Classic Answers Reward</u>	<u>The Classic Answers Reward Promotion begins May 1, 2005 and ends August 31, 2005. This promotion offers new and existing business subscribers who purchase new CCFB (Complete Choice for Business) package a twenty-dollar (\$20.00) monthly bill credit reward for four (4) consecutive months, if subscriber also has or signs a local service term agreement and has or purchases a BSLD domestic plan. Subscribers will receive a total bill credit reward of eighty-dollars (\$80.00).</u>	<u>5/1/05 (N) to 8/31/05</u>
		<u>Rules And Regulations</u>	(N)
		<u>--Available to new and existing BellSouth business customers subscribing to local exchange service. Subscribers must have or sign a local service term agreement in order to participate in this promotion. Subscribers must have or purchase a BellSouth Long Distance domestic plan to participate in this promotion. Subscribers that are already in a CCFB package are not eligible to participate in this promotion.</u>	(N)
		<u>--Bill credit reward is four (4) consecutive monthly payments of twenty-dollars (\$20.00) and is applicable at the account level not the line level. The non-recurring bill credit reward of eighty-dollars (\$80.00) (twenty-dollars each month for 4 consecutive months) will appear in the OC&C section of the subscribers' bill in a subsequent billing period usually within one or two billing cycles.</u>	(N)
		<u>--Subscribers must keep both the CCFB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received. This charge will appear on the subscribers' bill as a charge in the OC&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 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)
		<u>--The maximum reward that subscribers can receive for participating in this promotion is eighty-dollars (\$80.00). There is no minimum or maximum purchase required to receive this promotion.</u>	(N)
		<u>--The application date of orders must be May 1, 2005 through August 31, 2005.</u>	(N)
		<u>--Subscribers must maintain the CCFB package and the BSLD domestic plan a minimum of six (6) months or will be subject to pay back to BellSouth the specific reward amount received. There is no termination liability associated with this promotion.</u>	(N)
		<u>--Subscribers who are participating in the Classic Answers Reward Promotion are not eligible to participate in the Deluxe Rewards Promotion, Welcoming Reward Promotion, Additional Line Promotion, or the Existing Customer CCFB Promotion.</u>	(N)
		<u>--Out of region customers are not eligible to participate in this promotion.</u>	(N)
		<u>--Bill credit reward is only for adding a new CCFB Package. Existing CCF subscribers that add additional core verticals, lines, or who increase package size are not eligible to participate in this promotion.</u>	(N)
		<u>--Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.</u>	(N)