

# BELLSOUTH

---

**BellSouth Telecommunications, Inc.**

150 South Monroe Street  
Suite 400  
Tallahassee, Florida 32301

[Jerry.hendrix@bellsouth.com](mailto:Jerry.hendrix@bellsouth.com)

**Jerry D. Hendrix**  
Vice President  
Regulatory Relations

Phone: (850) 577-5550  
Fax (850) 222-8640

August 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, enclosed is a package filing for BellSouth Business Shoppers Promotion.

	<u>General Subscriber Service Tariff</u>
Section A2	- Original Page 35.6.35
	- Original Page 35.6.35.1

The issue and effective dates for this tariff package are August 17, 2005 and September 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,

Regulatory Vice President

Attachments

## PROMOTION DESCRIPTION

# BellSouth Business Shoppers Promotion

### PROMOTION OVERVIEW

The Business Shoppers Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for cash. To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from BellSouth. Coupons available while supplies last. This promotion begins on September 1, 2005 and ends on December 31, 2005.

### PROMOTION SPECIFICS:

1. Available to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package.
2. Offered to Subscribers that request information on local exchange service for comparison with competitive offers and indicate a reluctance to place an order.
3. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of 12 months from the enrollment date in the Promotion.
4. Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for cash (with the initial order) per main billing account to add BellSouth local exchange service.
5. The Subscriber must fill out the coupon and redeem it for cash by February 28, 2006. Redemption can be made via: Mail Online, BellSouth/VIPGift, [www.bellsouthoffer.vipgift.com](http://www.bellsouthoffer.vipgift.com), P.O. Box 4494, Chattanooga, TN 37405
6. The reward will be a one-time check made payable to the Subscriber's business in a subsequent billing period usually within one or two billing cycles after the coupon has been returned by the subscriber and fulfilled by BellSouth.
7. In the event the Subscriber terminates the Complete Choice for Business Package service, the Subscriber must pay to BellSouth the one hundred dollar (\$100.00) cash reward received. This termination charge will appear on the Subscriber's bill as a charge in the OC&C section.
8. Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

### PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:

1. BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.
2. This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; however the Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion (where available). In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion if eligibility requirements are met.
3. Subscribers participating in a Product Level or Volume and Term CSA are not eligible to participate in this promotion.
4. Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.
5. Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program.
6. Customer must be a current BellSouth retail local exchange customer at time of coupon redemption.

**Tariff Filing Package Number: FL 2005-191**

ISSUED: August 17, 2005  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 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	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth Business Shoppers Promotion	The Business Shoppers Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for cash. To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from BellSouth. Coupons available while supplies last.	9/1/2005 to 12/31/2005 (N)
		Rules and Regulations	(N)
		-- Available to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package.	(N)
		-- Offered to Subscribers that request information on local exchange service for comparison with competitive offers and indicate a reluctance to place an order. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of 12 months from the enrollment date in the Promotion.	(N)
		-- Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for cash (with the initial order) per main billing account to add BellSouth local exchange service.	(N)
		-- The Subscriber must fill out the coupon and redeem it for cash by February 28, 2006.	(N)
		-- Redemption can be made via: Mail Online, BellSouth/VIPGift, <a href="http://www.bellsouthoffer.vipgift.com">www.bellsouthoffer.vipgift.com</a> , P.O. Box 4494, Chattanooga, TN 37405	(N)
		-- The reward will be a one-time check made payable to the Subscriber's business in a subsequent billing period usually within one or two billing cycles after the coupon has been returned by the subscriber and fulfilled by BellSouth.	(N)
		-- In the event the Subscriber terminates the Complete Choice for Business Package service, the Subscriber must pay to BellSouth the one hundred dollar (\$100.00) cash reward received. This termination 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, and no taxes or fees will be added to the amount of any reward under this program.	(N)
		-- BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.	(N)
		-- Subscribers participating in a Product Level or Volume and Term CSA are not eligible to participate in this promotion.	(N)
		-- Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.	(N)

ISSUED: August 17, 2005  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 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	Service	Description	Period Authority	
BellSouth's Service Territory – From Central Office where services are available	BellSouth Business Shoppers Promotion	Rules and Regulations (Cont'd)	9/1/2005 to 12/31/2005	(N)
		-- This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; however the Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion (where available). In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion if eligibility requirements are met.		(N)
		-- Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program.		(N)
		-- Customer must be a current BellSouth retail local exchange customer at time of coupon redemption.		(N)

ISSUED: August 17, 2005

EFFECTIVE: September 1, 2005

BY: Marshall M. Criser III, 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 Business Shoppers Promotion</u>	<u>The Business Shoppers Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for cash. To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from BellSouth. Coupons available while supplies last.</u>	<u>9/1/2005 to 12/31/2005</u>
		<u>Rules and Regulations</u>	(N)
		<u>-- Available to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package.</u>	(N)
		<u>-- Offered to Subscribers that request information on local exchange service for comparison with competitive offers and indicate a reluctance to place an order. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of 12 months from the enrollment date in the Promotion.</u>	(N)
		<u>-- Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for cash (with the initial order) per main billing account to add BellSouth local exchange service.</u>	(N)
		<u>-- The Subscriber must fill out the coupon and redeem it for cash by February 28, 2006.</u>	(N)
		<u>-- Redemption can be made via: Mail Online, BellSouth/VIPGift, www.bellsouthoffer.vipgift.com, P.O. Box 4494, Chattanooga, TN 37405</u>	(N)
		<u>-- The reward will be a one-time check made payable to the Subscriber's business in a subsequent billing period usually within one or two billing cycles after the coupon has been returned by the subscriber and fulfilled by BellSouth.</u>	(N)
		<u>-- In the event the Subscriber terminates the Complete Choice for Business Package service, the Subscriber must pay to BellSouth the one hundred dollar (\$100.00) cash reward received. This termination 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, and no taxes or fees will be added to the amount of any reward under this program.</u>	(N)
		<u>-- BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.</u>	(N)
		<u>-- Subscribers participating in a Product Level or Volume and Term CSA are not eligible to participate in this promotion.</u>	(N)
		<u>-- Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.</u>	(N)

ISSUED: August 17, 2005  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory – From</u>	<u>BellSouth Business Shoppers Promotion</u>	<u>Rules and Regulations (Cont'd)</u>	<u>9/1/2005</u> (N)
<u>Central Office where services are available</u>		<u>-- This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; however the Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion (where available). In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion if eligibility requirements are met.</u>	<u>to</u> (N)
		<u>-- Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program.</u>	<u>12/31/2005</u> (N)
		<u>-- Customer must be a current BellSouth retail local exchange customer at time of coupon redemption.</u>	(N)