

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

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

Phone: (850) 577-5550  
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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 Additional Line Promotion.

General Subscriber Service Tariff

Section A2                    -        Original Page 35.6.34  
                                     -        Original Page 35.6.34.1

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 Additional Line Offer**

### **PROMOTION OVERVIEW**

BellSouth Additional Line Offer offers existing business subscribers that have or sign a local service term agreement a line connection waiver on incremental additional lines ordered either a la carte or in a Complete Choice for Business package. Subscribers will also receive a one-time bill credit reward per account determined by the number of lines added. Subscribers can receive up to a one hundred twenty-five dollar (\$125.00) bill credit reward for participation in this promotion.

### **PROMOTION SPECIFICS:**

1. Subscribers who add one line receive a seventy-five dollar (\$75.00) bill credit reward; subscribers who add two lines receive a one hundred dollar (\$100.00) bill credit reward; subscribers who add three or more lines receive a one hundred twenty-five dollar (\$125.00) bill credit reward.
2. Available only to existing BellSouth business customers subscribing to local exchange service.
3. Subscribers must have or sign a local service term agreement in order to participate in this promotion.
4. Promotion is available in all nine states. Subscribers in Florida Rate Groups 1-4 are not eligible to participate in this promotion.
5. Promotion applies to incremental lines only. Line type changes are not eligible (i.e. from 1FB to Business Plus).
6. Upgrades are eligible (i.e. Ringmaster to 1FB)
7. Subscribers receive a waiver of line connection charges (first and additional lines) and a one time, non-recurring bill credit reward per account (not per line). The amount of the reward is determined by the number of additional lines ordered, and will appear as a one-time credit in the OC&C section of the subscriber's bill, in a subsequent billing period usually within one or two billing cycles.
8. New lines added to the account or locations after the first initial order are not eligible for the bill credit reward specified.
9. Subscribers must keep each additional line ordered 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 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, and no taxes or fees will be added to the amount of any reward under this program.

### **PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:**

1. The application date of orders must be September 1, 2005 through December 31, 2005.
2. Subscribers cannot qualify for this offer more than once.
3. The maximum bill credit reward that subscribers can receive is one hundred twenty-five dollars (\$125.00) if three or more additional lines are purchased.
4. Subscribers must purchase a minimum of one (1) additional line in order to participate in this promotion.
5. Subscribers must keep each additional line ordered a minimum of six (6) months, or will be subject to pay back to BellSouth the bill reward received.
6. Subscribers who are participating in the BellSouth Additional Line Promotion are not eligible to participate in the BellSouth Deluxe Rewards Promotion, Welcoming Rewards Promotion, CCB Plus Rewards Promotion, or the CCB Elite Promotion.
7. 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.
8. 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.
9. Out of region subscribers are not eligible to participate.

**Tariff Filing Package Number: FL 2005-186**

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All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the Tariff are owned by  
BellSouth Intellectual Property Corporation

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 Additional Line	BellSouth Additional Line Offer offers existing business subscribers that have or sign a local service term agreement a line connection waiver on incremental additional lines ordered either a la carte or in a Complete Choice for Business package. Subscribers will also receive a one-time bill credit reward per account determined by the number of lines added. Subscribers can receive up to a one hundred twenty-five dollar (\$125.00) bill credit reward for participation in this promotion.	09/01/2005 to 12/31/2005 (N)
		Rules And Regulations	(N)
		--Subscribers who add one line receive a seventy-five dollar (\$75.00) bill credit reward; subscribers who add two lines receive a one hundred dollar (\$100.00) bill credit reward; subscribers who add three or more lines receive a one hundred twenty-five dollar (\$125.00) bill credit reward.	(N)
		--Available only to existing BellSouth business customers subscribing to local exchange service.	(N)
		--Subscribers must have or sign a local service term agreement in order to participate in this promotion.	(N)
		--Subscribers in Florida Rate Groups 1-4 are not eligible to participate in this promotion. Promotion applies to incremental lines only. Line type changes are not eligible (i.e. from 1FB to Business Plus).	(N)
		--Upgrades are eligible (i.e. Ringmaster to 1FB)	(N)
		--Subscribers receive a waiver of line connection charges (first and additional lines) and a one time, non-recurring bill credit reward per account (not per line). The amount of the reward is determined by the number of additional lines ordered, and will appear as a one-time credit in the OC&C section of the subscriber's bill, in a subsequent billing period usually within one or two billing cycles.	(N)
		--New lines added to the account or locations after the first initial order are not eligible for the bill credit reward specified.	(N)
		--Subscribers must keep each additional line ordered 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 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)
		--The application date of orders must be September 1, 2005 through December 31, 2005.	(N)
		--Subscribers cannot qualify for this offer more than once.	(N)
		--The maximum bill credit reward that subscribers can receive is one hundred twenty-five dollars (\$125.00) if three or more additional lines are purchased.	(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 Additional Line	Rules And Regulations (Cont'd)	09/01/2005	(N)
		--Subscribers must purchase a minimum of one (1) additional line in order to participate in this promotion.	to 12/31/2005	(N)
		--Subscribers must keep each additional line ordered a minimum of six (6) months, or will be subject to pay back to BellSouth the bill reward received.		(N)
		--Subscribers who are participating in the BellSouth Additional Line Promotion are not eligible to participate in the BellSouth Deluxe Rewards Promotion, Welcoming Rewards Promotion, CCB Plus Rewards Promotion, or the CCB Elite 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)
		--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)
		--Out of region subscribers are not eligible to participate.		(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 Additional Line</u>	<u>BellSouth Additional Line Offer offers existing business subscribers that have or sign a local service term agreement a line connection waiver on incremental additional lines ordered either a la carte or in a Complete Choice for Business package. Subscribers will also receive a one-time bill credit reward per account determined by the number of lines added. Subscribers can receive up to a one hundred twenty-five dollar (\$125.00) bill credit reward for participation in this promotion.</u>	<u>09/01/2005 to 12/31/2005</u>
		<u>Rules And Regulations</u>	(N)
		<u>--Subscribers who add one line receive a seventy-five dollar (\$75.00) bill credit reward; subscribers who add two lines receive a one hundred dollar (\$100.00) bill credit reward; subscribers who add three or more lines receive a one hundred twenty-five dollar (\$125.00) bill credit reward.</u>	(N)
		<u>--Available only to existing BellSouth business customers subscribing to local exchange service.</u>	(N)
		<u>--Subscribers must have or sign a local service term agreement in order to participate in this promotion.</u>	(N)
		<u>--Subscribers in Florida Rate Groups 1-4 are not eligible to participate in this promotion. Promotion applies to incremental lines only. Line type changes are not eligible (i.e. from 1FB to Business Plus).</u>	(N)
		<u>--Upgrades are eligible (i.e. Ringmaster to 1FB)</u>	(N)
		<u>--Subscribers receive a waiver of line connection charges (first and additional lines) and a one time, non-recurring bill credit reward per account (not per line). The amount of the reward is determined by the number of additional lines ordered, and will appear as a one-time credit in the OC&amp;C section of the subscriber's bill, in a subsequent billing period usually within one or two billing cycles.</u>	(N)
		<u>--New lines added to the account or locations after the first initial order are not eligible for the bill credit reward specified.</u>	(N)
		<u>--Subscribers must keep each additional line ordered 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 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>--The application date of orders must be September 1, 2005 through December 31, 2005.</u>	(N)
		<u>--Subscribers cannot qualify for this offer more than once.</u>	(N)
		<u>--The maximum bill credit reward that subscribers can receive is one hundred twenty-five dollars (\$125.00) if three or more additional lines are purchased.</u>	(N)

ISSUED: August 17, 2005

EFFECTIVE: September 1, 2005

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 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>	
<u>BellSouth's Service Territory – From</u>	<u>BellSouth Additional Line</u>	<u>Rules And Regulations (Cont'd)</u>	<u>09/01/2005</u>	(N)
<u>Central Office where services are available</u>		<u>--Subscribers must purchase a minimum of one (1) additional line in order to participate in this promotion.</u>	<u>to 12/31/2005</u>	(N)
		<u>--Subscribers must keep each additional line ordered a minimum of six (6) months, or will be subject to pay back to BellSouth the bill reward received.</u>		(N)
		<u>--Subscribers who are participating in the BellSouth Additional Line Promotion are not eligible to participate in the BellSouth Deluxe Rewards Promotion, Welcoming Rewards Promotion, CCB Plus Rewards Promotion, or the CCB Elite 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>--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)
		<u>--Out of region subscribers are not eligible to participate.</u>		(N)