

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

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

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December 16, 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 to extend MDU Gift Card Promotion to December 31, 2006.

General Subscriber Service Tariff

Section A2

- First Revised Page 35.6.32

The issue and effective dates for this tariff package are December 16, 2005 and January 1, 2006, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments



## Promotion Description

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# MDU Online Gift Card Offer

**FL 2005-267**

### **OVERVIEW OF PROMOTION:**

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth MDU Online Gift Card Offer will run from January 1, 2006 to December 31, 2006. Customers residing in or moving into MDU (Multi-Dwelling Units) locations in the BellSouth portfolio will have access to collateral promoting the sale of BellSouth services in their MDU's leasing office. The collateral will contain a sweetener offer for consumers who order services online.

### Services Included in this Promotion:

1. Residential Local Exchange Service

### **PROMOTION SPECIFICS:**

1. MDU residents can qualify for a \$25 Gift Card when purchasing BellSouth local phone service via [expresshomeconnect.com](http://expresshomeconnect.com) or other URLs used in the BellSouth MDU program. Orders placed on [bellsouth.com](http://bellsouth.com) are excluded from this offer.

### **PROMOTION RESTRICTIONS:**

1. Offer available only to customers establishing new or transferring local phone service in an MDU with whom Bellsouth has a contract.
2. The customer must place the order on or before December 31, 2006.
3. Offer valid for only one (1) service line at the intended local service address.
4. The customer must place their order through the specified sales channels. Orders placed via [BellSouth.com](http://BellSouth.com) are excluded from this offer.
5. Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.
6. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
7. This promotion is not available for resale.

## 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 MDU \$25 Online Gift Card Offer	Customers residing in or moving into MDU (multiple dwelling unit) locations with whom BellSouth has a contract will have access to marketing collateral promoting the sale of BellSouth services in the MDU's leasing office. The marketing collateral will contain an offer to receive a \$25 gift card when services are ordered online via <a href="http://expresshomeconnect.com">expresshomeconnect.com</a> or other URLs used in the BellSouth MDU program	9/1/2005 to 12/31/2006 (C)
		Rules and Regulations	
		-- MDU residents can qualify for a \$25 gift card when purchasing BellSouth local phone service via <a href="http://expresshomeconnect.com">expresshomeconnect.com</a> or other URLs used in the BellSouth MDU program.	
		-- Orders placed on <a href="http://bellsouth.com">bellsouth.com</a> are excluded from this offer.	
		-- Offer available only to customers establishing new or transferring local phone service in an MDU with whom BellSouth has a contract.	
		-- The customer must place the order on or before December 31, 2006.	(C)
		-- Offer valid for only one (1) service line per local service address.	
		-- (DELETED).	(D)
		-- The customer must place their order through the specified sales channels. <b>Orders placed via <a href="http://Bellsouth.com">Bellsouth.com</a> are excluded from this offer.</b>	(C)
		--Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice	(N)

ISSUED: December 16, 2005 ~~ISSUED: August 17, 2005~~

EFFECTIVE: January 1, 2006 ~~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
BellSouth's Service Territory – From Central Office where services are available	BellSouth MDU \$25 Online Gift Card Offer	Customers residing in or moving into MDU (multiple dwelling unit) locations with whom BellSouth has a contract will have access to marketing collateral promoting the sale of BellSouth services in the MDU's leasing office. The marketing collateral will contain an offer to receive a \$25 gift card when services are ordered online via <a href="http://expresshomeconnect.com">expresshomeconnect.com</a> or other URLs used in the BellSouth MDU program	9/1/2005 <del>(N)(C)</del> to 12/31/2005 <del>2</del> <u>006</u>
		Rules and Regulations	(N)
		-- MDU residents can qualify for a \$25 gift card when purchasing BellSouth local phone service via <a href="http://expresshomeconnect.com">expresshomeconnect.com</a> or other URLs used in the BellSouth MDU program.	(N)
		-- Orders placed on <a href="http://bellsouth.com">bellsouth.com</a> are excluded from this offer.	(N)
		-- Offer available only to customers establishing new or transferring local phone service in an MDU with whom BellSouth has a contract.	(N)
		-- The customer must place the order on or before December 31, 2005 <del>2006</del> .	(N)(C)
		-- Offer valid for only one (1) service line per local service address.	(N)
		-- The reward 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. New lines added to the account or location after the first initial order are not eligible for the reward <del>(DELETED)</del> .	(N)(D)
		-- The customer must place their order through the specified sales channels. <u>Orders placed via <a href="http://BellSouth.com">BellSouth.com</a> are excluded from this offer.</u>	(N)(C)
		-- Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.	(N)
		-- BellSouth reserves the right to discontinue or modify this promotion at any time <u>without notice</u>	(N)