



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

AT&T Florida  
150 South Monroe St.  
Suite 400  
Tallahassee, FL 32301

T: 850-577-5550  
F: 850-224-5073  
Jerry.Hendrix@att.com  
www.att.com

June 28, 2011

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 letter regarding mixed bundles, the Company will offer a new Paperless Bill and Autopay Incentive starting June 29, 2011 extending through June 27, 2012.

During this period, residential customers who receive an offer incentive and sign up for paperless billing online will be eligible to receive a \$10 Visa Reward. In addition, residential customers who receive an offer incentive and sign up for Autopay online with a bank account will be eligible to receive a \$10 Visa Reward. No incentive will be provided to customers who sign up for Autopay with a credit card. The customer must remain with paperless billing and / or Autopay for 90 days in order to receive the reward(s). There is a maximum reward of \$20 per account.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments