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July 12, 2010

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff  
Section A2 - Sixth Revised Page 35.6.88

The purpose of this filing is to revise the existing \$5 Residence Access Line Retention Offer to remove the Complete Choice Basic and Complete Choice Enhanced service plans, and introduce the eligibility of Area Plus with Complete Choice service plan under this offer. This Special Promotion will end September 30, 2010.

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**

### **\$5 Residence Access Line Retention Offer**

#### **Overview**

The \$5 Residence Access Line Retention Offer promotion is scheduled to begin on 7/13/2010 and end on 9/30/2010. Residential customers who call to disconnect their local telephone service may be eligible to receive a \$5.00 monthly recurring bill credit for 24 months if they elect to stay with AT&T and have 2 Pack, Preferred Pack, Complete Choice® or Area Plus with Complete Choice® local service plan.

#### **Promotion Specifics**

Customers who call to disconnect service with AT&T and elect to stay and have 2 Pack, Preferred Pack, Complete Choice® or Area Plus with Complete Choice® local service plan are eligible to receive a monthly \$5 bill credit.

#### **Promotion Restrictions/Eligibility Requirements**

Customers must have 2 Pack, Preferred Pack, Complete Choice® or Area Plus with Complete Choice® local service plan.

This offer can cover a maximum of 2 lines or a maximum reward of \$10.

Not stackable with any other regulated retention promotion that provides a monthly discount.

This promotion is not available for competitive acquisition and is only available for retention.

AT&T employees are not eligible for this offer.

Customers must keep the required services for 30 days to receive the benefit of this offer.

Eligible customers may only receive this offer once during the offer period.

If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease.

FLORIDA

ISSUED: July 12, 2010~~ISSUED: March 12, 2010~~

EFFECTIVE: July 13, 2010~~EFFECTIVE: March 14, 2010~~

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
AT&T Florida Service Territory – From Central Office where services are available	\$5 Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have <del>2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice local service plan; Complete Choice Basic or Complete Choice Enhanced</del> may be eligible to receive a \$5 per month bill credit.	03/14/2010 (C) to 09/30/2010
		Rules and Regulations	
		-- Customer must have <del>2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice; Complete Choice local service plan; Complete Choice Basic or Complete Choice Enhanced</del> to be eligible for this offer.	(C)
		<del>(DELETED)–Customers with the Complete Choice Basic or Complete Choice Enhanced package are eligible for this offer except during a downgrade from Complete Choice Enhanced to Complete Choice Basic.</del>	(D) (N)
		<del>(DELETED)–The access line(s) must be retained for a minimum of 60 days.</del>	(D)
		-- <u>Customers must keep the required services for 30 days to receive the benefit of this offer.</u>	(N)
		-- <u>If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease.</u>	(N)
		-- AT&T employees are not eligible for this offer.	
		-- Customer must be calling into AT&T to disconnect their local service.	
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).	
		-- Not stackable with any other regulated retention promotion <u>that provides a monthly discount.</u>	(T)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	
		-- This promotion is only available for retention purposes.	
		-- The monthly bill credit stays in effect as long as the customer remains at the same address for customers who participate in this offer prior to 3/10/2009. Effective 3/10/2009, the monthly credit is limited to a maximum of 24 months.	

## 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
AT&T Florida Service Territory – From Central Office where services are available	\$5 Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have 2 Pack, PreferredPack, Complete Choice, <i>or Area Plus with Complete Choice local service plan</i> may be eligible to receive a \$5 per month bill credit.	03/14/2010 (C) to 09/30/2010
		Rules and Regulations	
		-- Customer must have 2 Pack, PreferredPack, Complete Choice, <i>or Area Plus with Complete Choice local service plan</i> to be eligible for this offer.	(C)
		<b>(DELETED)</b>	(D)
		<b>(DELETED)</b>	(D)
		-- Customers must keep the required services for 30 days to receive the benefit of this offer.	(N)
		-- If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease.	(N)
		-- AT&T employees are not eligible for this offer.	
		-- Customer must be calling into AT&T to disconnect their local service.	
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).	
		-- Not stackable with any other regulated retention promotion <i>that provides a monthly discount</i> .	(T)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	
		-- This promotion is only available for retention purposes.	
		-- The monthly bill credit stays in effect as long as the customer remains at the same address for customers who participate in this offer prior to 3/10/2009. Effective 3/10/2009, the monthly credit is limited to a maximum of 24 months.	