**BellSouth Telecommunications, Inc.** 150 South Monroe Street Suite 400 Tallahassee, Florida 32301

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Marshall M. Criser III Vice President Regulatory & External Affairs

(850) 224-7798 Fax (850) 224-5073

February 3, 2004

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

Dear Ms. Salak:

Enclosed is a package to revise the end date of 1FR+2 Cash Back promotion to February 18, 2005 from March 31, 2005.

	General Subscriber Service Tariff		
Section A2	- 3rd Revised Page 35.2.5.70		
	- 2nd Revised Page 35.2.5.71		

The issue and effective dates for this tariff package are February 3, 2005 and February 18, 2005, respectively

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III mrs

Regulatory Vice President Attachments

# **PROMOTION DESCRIPTION**

# 1FR + 2 Cash Back

## **Proposed Promotion**

The 1FR + 2 Cash Back promotion begins April 1, 2004 and ends February 18, 2005. Services included in this promotion are:

- BellSouth Basic Service (1FR)
- Vertical features

## **Promotion Specifics:**

Specific features of this promotion are as follows:

\$100 Cash Back Promotion for reacquisition or acquisition of customers who purchase a 1FR plus 2 features and who are currently not using BellSouth for local service.

## **Restrictions/Eligibility Requirements:**

- 1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
- 2. Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.
- 3. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.
- 4. Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.
- 5. The customer must switch their local service to BellSouth and purchase:
  - a. BellSouth basic service
  - b. At least two additional features from BellSouth.
- 6. The customer must place the order on or before February 18, 2005.
- 7. Offer valid for only one (1) service line at the intended local service address.
- 8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
- 9. The customer must return the coupon at a specified address by a specified date. The customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for this offer.
- 10. Once the customer completes the above requirements they will receive a check for \$100 (one hundred dollars). If the customer cancels or discontinues the qualifying service, they will be ineligible for this offer.
- 11. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
- 12. Customer must have the eligible services on their new (N) service order in order to receive the promotional offer.

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

- 13. Offer may not be combined with other cash back offers for the same service at the same time.
- 14. Customer is eligible for one (re)acquisition cash back promotion per 12 months.
- 15. Employees of BellSouth are not eligible for this offer.
- 16. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
- 17. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent (wireless in lieu of wire-line) telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
- 18. This promotion is not eligible for resale.

Period

EFFECTIVE: February 18, 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)

			Perioa
Area of Promotion	Service	Charges Waived	Authority
•	\$100 1FR + 2 Cash Back Offer	\$100 Cash Back Promotion for	04/01/04
- From Central Office where	Customer must either not	reacquisition or acquisition of	to
services are available	currently have local service with		02/18/05
	BellSouth or not have service with		
	BellSouth on one or more of their		
	existing lines.	local service.	
	Customer must have local	This promotion is for	
	service or equivalent (wireless in	reacquisition and acquisition	
	lieu of wire-line) at the same local	•	
	service address on one or more of	establishing service at the same	
	their existing lines.	address in the BellSouth region	
	Customer must request service	where they presently receive	
	at the same address and in the	local or equivalent (wireless in	
	same name, unless customer is	lieu of wire-line) telephone	
	planning an imminent move from	service or at a different address if	
	one address in BellSouth territory $% \label{eq:constraint}%$	the customer is moving to a	
	to another address in BellSouth	different address within 30 days	
	territory within 30 days of	of responding to the offer.	
	responding to the offer. In the case	e Offer valid for only one (1)	
	of an imminent move, the	service line at the intended local	
	BellSouth rep can offer the	service address.	
	customer the promotion and place	-	
	the order at the new address.	order through a BellSouth	
	Customer must have not had	business office or outbound	
	local service with BellSouth at	telemarketing vendor or alternate	
	least 10 days prior to the new	channels as indicated.	
	service connection date.	The customer must place the	
	The customer must switch their	order on or before 2/18/05.	
	local service to BellSouth and	The customer must fill out a	
	purchase: (a) BellSouth basic	coupon. If the customer's	
	service, (b) at least two additional	account shows cancellation or	
	features from BellSouth.	disconnection of the service,	
	BellSouth reserves the right to	then the customer is not eligible	
	discontinue or modify this	for the promotion.	
	promotion at any time without	The customer must mail the	
	notice.	coupon to a specified address by	
	Customer must have the eligible	e a specified date.	
	services on their new (N) service		
	order in order to receive the		
	promotional offer.		
	Offer may not be combined		
	with other cash back offers for the		
	same service at the same time.		
	Customer is eligible for one		
	(re)acquisition cash back		
	promotion per 12 months.		
	Customers may combine this		
	promotion with the service connection fee waiver promotion.		

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

EFFECTIVE: February 18, 2005

Period

## 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 BellSouth's Service Territory – From Central Office where services are available	Service \$100 1FR + 2 Cash Back Offer (Cont'd) Employees of BellSouth are not eligible for this offer. Customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for the cash back promotion.	Charges Waived Once the customer completes the above requirements they will receive a check for \$100. Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, he will be ineligible.	Authority 04/01/04 to 02/18/05
		Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of- region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.		

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

BELLSOUTH	GENERAL SUBSCRI
TELECOMMUNICATIONS, INC.	
FLORIDA	
ISSUED: March 16, 2004 February 3, 2005	
BY: Joseph P. Lacher, President -FL	
-	

Miami, Florida

EFFECTIVE: April 1, 2004 February 18, 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	Charges Waived	Period Authority	
	bry \$100 1FR + 2 Cash Back Offer	\$100 Cash Back Promotion for	•	( <del>C)(</del>
	re Customer must either not	reacquisition or acquisition of	to	( 7)
services are available	currently have local service with	customers who purchase a 1FR	<del>03/31/05</del> 2/18/05	
	BellSouth or not have service with	-	<u></u>	
		currently not using BellSouth for		
	existing lines.	local service.		
	Customer must have local	This promotion is for		
	service or equivalent (wireless in	*		
	lieu of wire-line) at the same local	l customers only who are		
	service address on one or more of	establishing service at the same		
	their existing lines.	address in the BellSouth region		
	Customer must request service	where they presently receive		
	at the same address and in the	local or equivalent (wireless in		
	same name, unless customer is	lieu of wire-line) telephone		
	planning an imminent move from	service or at a different address if		
	one address in BellSouth territory	the customer is moving to a		
	to another address in BellSouth	different address within 30 days		
	territory within 30 days of	of responding to the offer.		
	responding to the offer. In the case	•		
	of an imminent move, the	service line at the intended local		
	BellSouth rep can offer the	service address.		
	1 1	The customer must place their		
	the order at the new address.	order through a BellSouth		
	Customer must have not had	business office or outbound		
	local service with BellSouth at	telemarketing vendor or alternate		
	least 10 days prior to the new	channels as indicated.		<del>(C) (</del>
	service connection date.	The customer must place the		(-) 1
	The customer must switch their			4
	local service to BellSouth and	<u>2/18/05</u> . The sustemar must fill out a		
	purchase: (a) BellSouth basic service, (b) at least two additional	The customer must fill out a coupon. If the customer's		
	features from BellSouth.	account shows cancellation or		
	BellSouth reserves the right to	disconnection of the service,		
	discontinue or modify this	then the customer is not eligible		
	promotion at any time without	for the promotion.		
	notice.	The customer must mail the		
	Customer must have the eligible			
	services on their new (N) service			
	order in order to receive the	a specified date.		
	promotional offer.			
	Offer may not be combined			
	with other cash back offers for the			
	same service at the same time.			
	Customer is eligible for one			
	(re)acquisition cash back			
	promotion per 12 months.			
	Customers may combine this			
	promotion with the service			
	connection fee waiver promotion.			
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BELLSOUTH TELECOMMUNICATIONS, INC. FLORIDA ISSUED: March 16, 2004 February 3, 2005 BY: Joseph P. Lacher, 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 BellSouth's Service Territory – From Central Office where services are available	Service \$100 1FR + 2 Cash Back Offer (Cont'd) Employees of BellSouth are not eligible for this offer. Customer has 90 days to respond after receipt of the cash back coupon. After 90 days, the customer is ineligible for the cash	the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or	Period Authority 04/01/04 to 03/31/05 2/18/05
	back promotion. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of- region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.	discontinues the qualifying service, he will be ineligible.	

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EFFECTIVE: April 1, 2004 February 18, 2005