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August 29, 2008

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 to extend the Its Your Number promotion.

General Subscriber Service TariffSection A2-4th Revised Page 35.6.54

The issue and effective dates for this tariff package are August 29, 2008 and September 1, 2008, 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**

## **3T08 It's Your Number Promotion**

### **Overview**

The 3T08 It's Your Number Promotion promotion is scheduled to be extended beginning on 09/01/2008 and end on 12/31/2008. The It's Your Number(SM) Promotion (the"Program") will offer a discounts on the Subscriber's bill. The offer is only available to new AT&T subscribers requiring an Remote Call Forwarding ("RCF") to maintain their local exchange business number or existing AT&T subscribers that are moving within their local area that are required to change their business telephone number. Subscribers must have or subscribe to any local service agreement to participate in the program.

### **Promotion Specifics**

The It's Your Number(SM) Promotion (the"Program") will offer a discounts on the Subscriber's bill. The offer is only available to new AT&T subscribers requiring an Remote Call Forwarding ("RCF") to maintain their local exchange business number or existing AT&T subscribers that are moving within their local area that are required to change their business telephone number. Subscribers must have or subscribe to any local service agreement to participate in the program.

### Program Eligibility

• Available to new business customers requiring an RCF to maintain their local exchange business number; also existing customers that are moving within their local area that are required to change their business telephone number may participate.

• Subscriber must have or subscribe to any local service agreement to participate.

### **Promotion Elements**

• Subscriber will earn for each such month as long as they maintain a local service agreement with AT&T a discount in an amount equal to the applicable discount percentage multiplied by the Subscriber's AT&T charges for one (1) Remote Call Forward service and up to two (2) additional Remote Call Forwarding calling paths. In addition, for Subscribers located in AL, KY, LA, MS, NC, SC and TN, Subscriber will earn for each month of the term a Local Usage Discount for usage charges up to \$20.00.

 Discount: Specified % of Subscriber's AT&T charges for Remote Call Forwarding class of service.

Eligible Services: One (1) Remote Call Forwarding service and up to two (2) Remote Call Forwarding additional calling paths

Monthly Discount: 100%

Local Usage Discount (AL/KY/LA/MS/NC/SC/TN Customers only)-

Local Usage up to \$20.00

• The discount will appear as a credit in the Rewards and Discounts section of the Subscriber's bill in either the current or a subsequent billing period usually within one or two billing cycles. Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the Program may begin in the current month or the month following, or the billing cycle that AT&T completes the order. Subscriber will earn for each such month of the Program a discount in an amount equal to the applicable discount percentage multiplied by the Subscriber's AT&T charges for one (1) Remote Call Forward service and up to two (2) additional Remote Call Forwarding calling paths. In addition, for Subscribers located in AL, KY, LA, MS, NC, SC and TN, the Subscriber will earn for each month of the term a Local Usage Discount for usage charges up to \$20.00.

• Subscriber under the Program will not be billed for the installation charges associated with adding the one (1) Remote Call Forwarding service on the account.

• In the event the Subscriber discontinues participating in a local service agreement, the Subscriber no longer receive the Program discounts.

• In tariffed states, provision of service is subject to and controlled by the provisions of AT&T's lawfully filed tariffs, including any changes therein as may be made from time to time; in detariffed or deregulated states this Program is controlled by the terms set forth in the local service agreement, if applicable, and the Business Service Agreement.

• Subscriber and AT&T acknowledge and agree that to the extent the services to which Subscriber subscribes under this Agreement are deregulated or detariffed, all references to "AT&T's General Subscriber Services Tariff," "AT&T tariffs," "AT&T's lawfully filed tariffs," or any other references to AT&T's tariffs on file with the appropriate regulatory authority shall be deemed references to agreed contract terms and conditions identical to those set forth in the applicable tariff for services subscribed by Subscriber as such tariffs existed as of the effective date of deregulation or detariffing. Such tariffed term and conditions are incorporated by reference as if fully included herein. To the extent there exists a conflict between the terms set forth herein and those incorporated by reference, the terms set forth herein shall control.

#### **Promotion Restrictions**

• This Program may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated.

This Program may not be combined with Simply 30, Exclusively 40 and Exclusively 50

• AT&T reserves the right to terminate this Program at any time; provided, however, that Subscribers participating in the Program will continue to receive this Program for the remaining term of their local service agreement.

BELLSOUTH 35.6.54 TELECOMMUNICATIONS, INC. 35.6.54

ISSUED: August 29, 2008ISSUED: April 30, 2008

BY: Marshall M. Criser III, President -FL

Miami, Florida

Cancels Third Revised Page 35.6.54 Cancels Second Revised Page

EFFECTIVE: September 1, 2008EFFECTIVE: May 1, 2008

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 AT&T Florida Service Territory – From Central Office where services are available	It's Your Number(SM)	<b>Description</b> This promotion offers discounts on the Subscriber's bill and is available to new AT&T business customers requiring Remote Call Forwarding (RCF) to maintain their local exchange business number and to existing AT&T subscribers that are moving within their local area that are required to change their business telephone number. Subscribers must have or subscribe to any local service agreement to participate in the program.	Period Authority 05/01/06 to 8 <u>12</u> /31/2008	(C)
		Rules And Regulations		<del>(T)</del>
		Subscriber will earn for each such month as long as they maintain a local service agreement with AT&T a discount in an amount equal to the applicable discount percentage multiplied by the Subscriber's AT&T charges for one (1) Remote Call Forward service and up to two (2) additional Remote Call Forwarding calling paths.		(-)
		Discount: Specified percent of Subscriber's AT&T charges for Remote Call Forwarding class of service.		<del>(T)</del>
		Eligible Services: One (1) Remote Call Forwarding service and up to two (2) Remote Call Forwarding additional calling paths.		
		Monthly Discount: 100%		
		The discount will appear as a credit in the Rewards and Discounts section of the Subscriber's bill in either the current or a subsequent billing period usually within one (1) or two (2) billing cycles. Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the Program may begin in the current month or the month following, or the billing cycle that AT&T completes the order.		<del>(T)</del>
		Subscriber under the Program will not be billed for the installation charges associated with adding the one (1) Remote Call Forwarding service on the account.		
		In the event the Subscriber discontinues participating in a local service agreement, the Subscriber no longer receives the Program discounts.		
		In tariffed states, provision of service is subject to and controlled by the provisions of AT&T's lawfully filed tariffs, including any changes therein as may be made from time to time; in detariffed or deregulated states this Program is controlled by the terms set forth in the local service agreement, if applicable, and the Business Service Agreement.		<del>(T)</del>
		Subscriber and AT&T acknowledge and agree that to the extent the services to which Subscriber subscribes under this Agreement are deregulated or detariffed, all references to "BellSouth General Subscriber Services Tariffs," "AT&T's tariffs", "BellSouth tariffs," "BellSouth's lawfully filed tariffs," or any other references to BellSouth's tariffs or AT&T tariffs on file with the appropriate regulatory authority shall be deemed references to agreed contract terms and conditions identical to those set forth in the applicable tariff for services subscribed by Subscriber as such tariffs existed as of the effective date of deregulation or detariffing. Such tariffed term and conditions are incorporated by reference as if fully included herein. To the extent there exists a conflict between the terms set forth herein and those incorporated by reference, the terms set forth herein shall control.		<del>(T)</del>
		(DELETED)		(D)

# **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

### A2.10.2 Descriptions (Cont'd)

А. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Description	Authority
AT&T Florida	It's Your	This promotion offers discounts on the Subscriber's bill and is available to new AT&T	05/01/06
Service Territory -	Number(SM)	business customers requiring Remote Call Forwarding (RCF) to maintain their local	to
From Central Office where services are available	Promotion	exchange business number and to existing AT&T subscribers that are moving within their local area that are required to change their business telephone number. Subscribers must have or subscribe to any local service agreement to participate in the program.	<i>12/</i> 31/2008

**Rules And Regulations** 

-- Subscriber will earn for each such month as long as they maintain a local service agreement with AT&T a discount in an amount equal to the applicable discount percentage multiplied by the Subscriber's AT&T charges for one (1) Remote Call Forward service and up to two (2) additional Remote Call Forwarding calling paths.

--Discount: Specified percent of Subscriber's AT&T charges for Remote Call Forwarding class of service.

--Eligible Services: One (1) Remote Call Forwarding service and up to two (2) Remote Call Forwarding additional calling paths.

#### --Monthly Discount: 100%

-- The discount will appear as a credit in the Rewards and Discounts section of the Subscriber's bill in either the current or a subsequent billing period usually within one (1) or two (2) billing cycles. Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the Program may begin in the current month or the month following, or the billing cycle that AT&T completes the order.

--Subscriber under the Program will not be billed for the installation charges associated with adding the one (1) Remote Call Forwarding service on the account.

--In the event the Subscriber discontinues participating in a local service agreement, the Subscriber no longer receives the Program discounts.

--In tariffed states, provision of service is subject to and controlled by the provisions of AT&T's lawfully filed tariffs, including any changes therein as may be made from time to time; in detariffed or deregulated states this Program is controlled by the terms set forth in the local service agreement, if applicable, and the Business Service Agreement.

-- Subscriber and AT&T acknowledge and agree that to the extent the services to which Subscriber subscribes under this Agreement are deregulated or detariffed, all references to "BellSouth General Subscriber Services Tariffs," "AT&T's tariffs", "BellSouth tariffs," "BellSouth's lawfully filed tariffs," or any other references to BellSouth's tariffs or AT&T tariffs on file with the appropriate regulatory authority shall be deemed references to agreed contract terms and conditions identical to those set forth in the applicable tariff for services subscribed by Subscriber as such tariffs existed as of the effective date of deregulation or detariffing. Such tariffed term and conditions are incorporated by reference as if fully included herein. To the extent there exists a conflict between the terms set forth herein and those incorporated by reference, the terms set forth herein shall control.

#### Period v

## (C)