



Jerry D. Hendrix
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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 the Paperless Bill and Autopay Incentive starting June 28, 2010 extending through December 31, 2010.

During this period, residential customers who sign up for paperless billing will be eligible to receive a \$10 Visa Reward. Additionally, during this period, residential customers who sign up for autopay with a bank account (echeck) will be eligible to receive a \$10 Visa Reward. The autopay incentive will not be provided to customers who sign up for autopay with a credit card. The customer must remain with paperless billing and/or autopay for a minimum of 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