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October 22, 2010

Beth Salak, Director
Regulatory Analysis
Florida Public Service Commission
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 - Third Revised Page 35.6.98

The purpose of this filing is to revise the existing Residence Mover offer to end the offer on October 23, 2010. This Special Promotion will end October 23, 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 (slg)

Regulatory Vice President

Attachments

Promotion Description

Residence Mover Promotion End Date Modification

Overview of Promotion

The Company plans to change the end date for the Residence Mover special promotion. The new end date for this special promotion will be October 23, 2010. The current end date is January 31, 2011. All other elements of this promotion will remain unchanged.

Promotion Modification

This promotion is modified to change the offer end date to October 23, 2010. This modification will be effective October 23, 2010.

BELLSOUTH
 Page ~~35.6.98~~
 TELECOMMUNICATIONS, INC.
~~35.6.98~~
 FLORIDA
~~ISSUED: October 22, 2010~~ISSUED: September 29, 2010
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF Third Revised Page 35.6.98~~Second Revised~~
~~Cancels Second Revised Page 35.6.98~~~~Cancels First Revised Page~~
EFFECTIVE: October 23, 2010~~EFFECTIVE: September 30, 2010~~

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	Residence Mover Promotion	New or existing Residential customers identified as movers and who place an order to move their service to a new service address and have or add Complete Choice Basic or Complete Choice Enhanced are eligible for a \$50 reward.	02/01/2010 to 01/31/2011 <u>10/23/2010</u>	(C)
		<p>Rules and Regulations</p> <p>-- This offer provides a \$50 reward when customer orders an access line (N or T order) and either has or newly adds Complete Choice Basic or Complete Choice Enhanced.</p> <p>-- The customer must be moving and place an N or T order with Complete Choice Basic or Complete Choice Enhanced at the new address.</p> <p>-- Customer must be identified as a mover.</p> <p>-- This offer can not be stacked with Competitive Acquisition (CA) offers.</p> <p>-- Customers will receive redemption instructions for a \$50 reward.</p> <p>-- New or existing residential customers moving and placing an N or T order must have Complete Choice Basic or Complete Choice Enhanced to qualify.</p> <p>-- The required services must be retained for a minimum of 30 days and at the time of processing the reward.</p> <p>-- A customer can only qualify once per move.</p>		(N)
		(DELETED)		(D)

A2. GENERAL REGULATIONS

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