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September 30, 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 35.6.89

The purpose of this filing is to revise the existing \$10 Additional Line (ADL) Retention Save Offer to extend the offer through March 31, 2011. This Special Promotion will end March 31, 2011.

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**

### **\$10 Additional Line (ADL) Retention Save Offer Extension**

#### **Overview of Promotion**

The Company plans to change the end date for the \$10 Additional Line (ADL) Retention Save Offer special promotion. The new end date for this special promotion will be March 31, 2011. The current end date is September 30, 2010. All other elements of this promotion will remain unchanged.

#### **Promotion Modification**

This promotion is modified to change the offer end date to March 31, 2011. This modification will be effective October 1, 2010.

FLORIDA

~~ISSUED: September 30, 2010~~~~ISSUED: March 31, 2010~~

~~EFFECTIVE: October 1, 2010~~~~EFFECTIVE: April 1, 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	Residential Additional Line (ADL) \$10 Retention Save Offer	Residential customers who call to disconnect additional access lines may be offered a monthly bill credit of \$10 if they have or purchase Complete Choice or Complete Choice Enhanced on their primary line.  Rules and Regulations -- Only one (1) \$10 credit per customer account.  -- Primary lines are not eligible for offer.  -- The credit will appear on the bill as Promotional Discount.  -- This offer is available only on additional lines, not available for primary lines.  -- Offer requires that the customer must have or purchase Complete Choice or Complete Choice Enhanced on their primary line.  -- If Complete Choice or Complete Choice Enhanced is removed from the customer account, customer is no longer eligible for the monthly promotional credit.  -- This promotion may not be combined with any other cash back offers or monthly discounts on local service products.  -- Offer can be combined with promotions on affiliates like DSL, DISH, and Cingular.  -- Offer can be combined with non-regulated Telco offers.  -- Offer can be combined with any bundles.	01/01/2010 (C) to <del>09/30/2010</del> <u>3/31/2011</u>

## 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)

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