



Jerry D. Hendrix  
Vice President  
Regulatory Relations

AT&T Florida  
150 South Monroe St.  
Suite 400  
Tallahassee, FL 32301

T: 850-577-5550  
F: 850-224-5073  
Jerry.Hendrix@att.com  
www.att.com

December 31, 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 - Eighth Revised Page 32.7

The purpose of this filing is to revise the existing Mobility/National Retail Service Connection Charge Waiver to extend the offer through December 31, 2011. This Special Promotion will end December 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**

### **Mobility/National Retail Service Connection Charge Waiver Extension**

#### **Overview of Promotion**

The Company plans to change the end date for the Mobility/National Retail Service Connection Charge Waiver special promotion. The new end date for this special promotion will be December 31, 2011. The current end date is December 31, 2010. All other elements of this promotion will remain unchanged.

#### **Promotion Modification**

This promotion is modified to change the offer end date to December 31, 2011. This modification will be effective January 1, 2011.

## 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	
AT&T Florida Service Territory – From Central Office where services are available	Mobility/National Retail Service Connection Charge Waiver	The Line Connection Charge may be waived for residential customers who order new local service (N Order) or move existing service (T Order) in a mobility store or national retail partner (currently Best Buy, Radio Shack, Circuit City) and also order a minimum of two (2) non-zero rated vertical features.	<del>01/01/09</del> <del>2011</del> to <del>12/31/2011</del> <del>10</del>	(C)
<b>Promotion Restrictions/Eligibility Requirements</b>				
- Customer must order new service or move existing service at an AT&T Mobility store or National Retail partner.				
- The customer must select AT&T as their local service provider.				
- AT&T employees are not eligible for this offer.				
- Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion at the Company's sole discretion.				
- AT&T reserves the right to discontinue or modify this promotion at any time without notice.				
- Customer must place the order on or before <del>12/31/2010</del> <u>December 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)

<b>Area of Promotion</b>	<b>Service</b>	<b>Charges Waived</b>	<b>Period Authority</b>	
AT&T Florida Service Territory – From Central Office where services are available	Mobility/National Retail Service Connection Charge Waiver	The Line Connection Charge may be waived for residential customers who order new local service (N Order) or move existing service (T Order) in a mobility store or national retail partner (currently Best Buy, Radio Shack, Circuit City) and also order a minimum of two (2) non-zero rated vertical features.	<b>01/01/2011</b> to <b>12/31/2011</b>	(C)
<b>Promotion Restrictions/Eligibility Requirements</b>				
- Customer must order new service or move existing service at an AT&T Mobility store or National Retail partner.				
- The customer must select AT&T as their local service provider.				
- AT&T employees are not eligible for this offer.				
- Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion at the Company's sole discretion.				
- AT&T reserves the right to discontinue or modify this promotion at any time without notice.				
- Customer must place the order on or before <b>December 31, 2011</b> .				