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March 18, 2011

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:

<u>General Subscriber Service Tariff</u> Section A2 - Ninth Revised Page 32.9

The purpose of this filing is to modify the AT&T All For Less Winback 5+ Lines Promotion. Effective March 21, 2011, this promotion will also be available to existing AT&T Business Local Calling Assurance subscribers. Additionally, the Long Distance plans which qualify for this offer will change. All other elements of this promotion will remain unchanged. The effective date of these modifications will be March 21, 2011.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President Attachments BELLSOUTH GEN 32.9 TELECOMMUNICATIONS, INC. FLORIDA ISSUED: March 18, 2011 ISSUED: January 14, 2011 BY: Marshall M. Criser III, President -FL

Miami, Florida

Cancels Eighth Revised Page 32.9 Cancels Seventh Revised Page 32.9

EFFECTIVE: March 21, 2011 EFFECTIVE: January 17, 2011

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)

SWinback loo Lines (V CO A <u>A</u> A <u>A</u> FC pa mo Su Su Su PI CC PA U H A <u>A</u> FC CC PA CC PA FC Su Su Su Su Su Su Su Su Su Su Su Su Su	his promotion ("Program") is an offering available to businesses that are currently with another ocal exchange provider and are transferring their local exchange service to the Company Win/Winback) and existing business subscribers who have received a competitive offer and are onsidering switching their local exchange service to another local exchange provider (Save). Additionally, existing business customers currently subscribed to AT&T Business Local Calling Issurance who transfer these lines to this Program are eligible for this offer. The AT&T All For Less Winback 5+ Lines program provides a 40% discount on Complete Choice for Business ackage charges as a monthly benefit on the subscriber's bill. The Subscriber must sign a 24-nonth All for Less Winback 5+ Lines Term Agreement. This offer is only available to business ubscribers with five (5) to nineteen (19) business lines. Program Eligibility Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 2000 Minute Package plan, Business 2000 Minute Package plan, Business Julimited plan or Business Unlimited Flex plan <u>one of the following Block of Time Term Marement plans; AT&amp;T Business Block of Time 70011, 120011, 250011, 750011 or 000011, or AT&amp;T Business Unlimited Calling; and one of the following Internet Services: FastAccess Business DSL 6.0, AT&amp;T U-verse High Speed Internet – Business (where available) or AT&amp;T Managed Internet Service and AT&amp;T Tech Support 360 Premium Service with AT&amp;T Cech Support 360 Backup and Go Premium, or AT&amp;T Mobility device with wireless service inder a separate two (2) year AT&amp;T Mobility contract. All of these services must be purchased in rder to receive the promotional benefits.</u>	01/17/2011 03/21/2011 to 12/31/2011	
$\frac{As}{Fc}$ pa mu su $\frac{Pt}{Ct}$ · Ct $\frac{pt}{Fa}$ $\frac{I0}{Fa}$ Fa or Te un or	Assurance who transfer these lines to this Program are eligible for this offer. The AT&T All For Less Winback 5+ Lines program provides a 40% discount on Complete Choice for Business ackage charges as a monthly benefit on the subscriber's bill. The Subscriber must sign a 24- nonth All for Less Winback 5+ Lines Term Agreement. This offer is only available to business ubscribers with five (5) to nineteen (19) business lines. <b>Program Eligibility</b> Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package lan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Inlimited plan or Business Unlimited Flex plan <u>one of the following Block of Time Term</u> <u>Agreement plans; AT&amp;T Business Block of Time 70011, 120011, 250011, 500011, 750011 or</u> <u>0000011, or AT&amp;T Business Unlimited Calling</u> ; and one of the following Internet Services: PastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, PastAccess Business DSL 6.0, AT&T U-verse High Speed Internet – Business (where available) r AT&T Managed Internet Service and AT&T Tech Support 360 Premium Service with AT&T Pachaged Internet Service and AT&T Mobility device with wireless service nder a separate two (2) year AT&T Mobility contract. All of these services must be purchased in		( <del>N)</del> ( <u>C</u> )
• Cu <del>ph</del> <u>44</u> Fa or Te un or	Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Julimited plan or Business Unlimited Flex plan one of the following Block of Time Term <u>Agreement plans; AT&amp;T Business Block of Time 70011, 120011, 250011, 500011, 750011 or</u> <u>000011, or AT&amp;T Business Unlimited Calling</u> ; and one of the following Internet Services: GastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, GastAccess Business DSL 6.0, AT&T U-verse High Speed Internet – Business (where available) or AT&T Managed Internet Service and AT&T Tech Support 360 Premium Service with AT&T Cach Support 360 Backup and Go Premium, or AT&T Mobility device with wireless service nder a separate two (2) year AT&T Mobility contract. All of these services must be purchased in		<u>(C)</u>
Ct ph Un A <u>s</u> Fa or Te un or •	Customer must purchase one of the following long distance plans: Business 500 Minute Package dan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan <u>one of the following Block of Time Term</u> <u>Agreement plans; AT&amp;T Business Block of Time 70011, 120011, 250011, 500011, 750011 or</u> <u>000011, or AT&amp;T Business Unlimited Calling</u> ; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, AT&T U-verse High Speed Internet – Business (where available) or AT&T Managed Internet Service and AT&T Tech Support 360 Premium Service with AT&T Fech Support 360 Backup and Go Premium, or AT&T Mobility device with wireless service inder a separate two (2) year AT&T Mobility contract. All of these services must be purchased in		
• ;	ruer to receive the promotional benefits.		(14)
-	Subscriber must purchase a minimum of five (5) lines in a Complete Choice for Business package and a maximum of a nineteen (19) lines in a Complete Choice for Business package at he time of subscribing to the AT&T All For Less Winback 5+ Lines promotion.		<del>(N)</del>
	Subscriber must sign the 24-month Program Agreement associated with this offer to receive the enefits.		
<u>P1</u>	romotion Elements		<del>(N)</del>
Ra	Rates, as provided under the tariff . This discount may not be combined with Complete Choice for		(N)
Se Tł	Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one or		( <del>N)</del>
co the	onnection charges associated with the service order for the duration of the term. This will include he Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller		(N)
A' up	AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending pon the Subscriber's billing cycle, the term may begin in the current month or the month		<del>(N)</del>
	F F S S T t t C t t t t t t t t t t t t t t t t	<ul> <li>Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the tariff. This discount may not be combined with Complete Choice for Business Term Plan discounts.</li> <li>The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one or two billing cycles.</li> <li>In addition to the benefits, Subscribers who participate in the Program will not be billed for line connection charges associated with the service order for the duration of the term. This will include the Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller where there is no line connection charge, they will not be billed for any change of service charges.</li> <li>Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&amp;T accepts by completing Subscriber's service order (unless voided by AT&amp;T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&amp;T completes the Subscriber's service order.</li> </ul>	<ul> <li>Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the tariff. This discount may not be combined with Complete Choice for Business Term Plan discounts.</li> <li>The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one or two billing cycles.</li> <li>In addition to the benefits, Subscribers who participate in the Program will not be billed for line connection charges associated with the service order for the duration of the term. This will include the Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller where there is no line connection charge, they will not be billed for any change of service charges.</li> <li>Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&amp;T accepts by completing Subscriber's service order (unless voided by AT&amp;T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month</li> </ul>

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	Service	Charges Waived	Authority	
AT&T Florida	AT&T All For	This promotion ("Program") is an offering available to businesses that are currently with another	03/21/2011	(C)
service territory	Less Winback	local exchange provider and are transferring their local exchange service to the Company	to	
from central offices	5+ Lines	(Win/Winback) and existing business subscribers who have received a competitive offer and are	12/31/2011	
where services are		considering switching their local exchange service to another local exchange provider (Save).		
available		Additionally, existing business customers currently subscribed to AT&T Business Local Calling		
		Assurance who transfer these lines to this Program are eligible for this offer. The AT&T All		
		For Less Winback 5+ Lines program provides a 40% discount on Complete Choice for Business		
		package charges as a monthly benefit on the subscriber's bill. The Subscriber must sign a 24-		
		month All for Less Winback 5+ Lines Term Agreement. This offer is only available to business		

subscribers with five (5) to nineteen (19) business lines.

#### **Program Eligibility**

• Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: one of the following Block of Time Term Agreement plans; AT&T Business Block of Time 70011, 120011, 250011, 500011, 750011 or 1000011, or AT&T Business Unlimited Calling; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, AT&T U-verse High Speed Internet – Business (where available) or AT&T Managed Internet Service and AT&T Tech Support 360 Premium Service with AT&T Tech Support 360 Backup and Go Premium, or AT&T Mobility device with wireless service under a separate two (2) year AT&T Mobility contract. All of these services must be purchased in order to receive the promotional benefits.

• Subscriber must purchase a minimum of five (5) lines in a Complete Choice for Business package and a maximum of a nineteen (19) lines in a Complete Choice for Business package at the time of subscribing to the AT&T All For Less Winback 5+ Lines promotion.

• Subscriber must sign the 24-month Program Agreement associated with this offer to receive the benefits.

#### Promotion Elements

• Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the tariff. This discount may not be combined with Complete Choice for Business Term Plan discounts.

• The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one or two billing cycles.

• In addition to the benefits, Subscribers who participate in the Program will not be billed for line connection charges associated with the service order for the duration of the term. This will include the Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller where there is no line connection charge, they will not be billed for any change of service charges.

• Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's service order.

All AT&T and BellSouth marks contained herein and as set forth in the trademarks and service marks section of the BellSouth Tariff are owned by AT&T Intellectual Property or AT&T affiliated companies.

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