BellSouth Telecommunications, Inc.

150 South Monroe Street Suite 400 Tallahassee, Florida 32301 Marshall M. Criser III Vice President Regulatory & External Affairs

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April 15, 2005

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, enclosed is a package filing for BellSouth eStore Movers Offer.

### General Subscriber Service Tariff

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The issue and effective dates for this tariff package are April 15 and May 1, 2005, respectively.

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

Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III mrs

Regulatory Vice President

Attachments

#### **Promotion Description**

# **BELLSOUTH eStore Movers Offer**

#### **Proposed Promotion**

BellSouth eStore Movers Offer begins May 1, 2005 and ends August 31, 2005. Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented to transfer their service at BellSouth.com with a thirty-five dollar (\$35.00) Target® Gift Card.

### **Promotion Specifics**

1. Residential customers who successfully transfer their existing BellSouth services to a new service address online at Bellsouth.com may be eligible to receive a thirty-five dollar (\$35.00) Target® Gift Card.

#### **Promotion Restrictions**

- 1. Offer valid in all nine (9) states AL, GA, FL, KY, LA, MS, NC, SC, TN
- 2. Customers must place their orders on or before August 31, 2005.
- 3. Transfer orders must be successfully completed by September 23, 2005 to be eligible.
- 4. Limit of one (1) Target® Gift Card per BellSouth customer account.
- 5. Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.
- 6. Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.
- 7. Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.
- 8. Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.
- 9. Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.
- 10. BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.
- 11. BellSouth reserves the right to discontinue this promotion at any time without notice.
- 12. This promotion is only available to customers where BellSouth service and facilities are available.
- 13. Offer is available to BellSouth employees.

BELLSOUTH TELECOMMUNICATIONS, INC. FLORIDA ISSUED: April 15, 2005

BY: Joseph P. Lacher, President -FL

Miami, Florida

EFFECTIVE: May 1, 2005

# **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 BellSouth's Service Territory – From Central Office where	BellSouth eStore Movers Offer	Charges Waived Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented to transfer their service at BellSouth.com with a thirty-five dollar (\$35.00) Target® Gift Card.	Period Authority 5/1/05 to 8/31/05	(N)
	services are available		Rules And Regulations		(N)
			Customers must place their orders on or before August 31, 2005.		(N)
			Transfer orders must be successfully completed by September 23, 2005 to be eligible.		(N)
			Limit of one (1) Target® Gift Card per BellSouth customer account.		(N)
			Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.		(N)
			Coupon postmark deadline is ninety $(90)$ calendar days from the order completion date to be eligible.		(N)
			Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.		(N)
			Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.		(N)
			Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.		(N)
			BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.		(N)
			BellSouth reserves the right to discontinue this promotion at any time without notice.		(N)
			This promotion is only available to customers where BellSouth service and facilities are available.		(N)
			Offer is available to BellSouth employees.		(N)

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FLORIDA ISSUED: <u>April 15, 2005</u>

BY: Joseph P. Lacher, President -FL

Miami, Florida

EFFECTIVE: May 1, 2005

# **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 BellSouth's Service Territory – From Central Office where  Service BellSouth eStore Movers Offer	Charges Waived  Existing BellSouth customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented to transfer their service at BellSouth.com with a thirty-five dollar (\$35.00) Target® Gift Card.	Period Authority <u>5/1/05</u> <u>to</u> <u>8/31/05</u>	( <u>N</u> )
services are available	Rules And Regulations		(N)
	Customers must place their orders on or before August 31, 2005.		(N)
	Transfer orders must be successfully completed by September 23, 2005 to be eligible.		(N)
	Limit of one (1) Target® Gift Card per BellSouth customer account.		(N)
	Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.		<u>(N)</u>
	Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.		(N)
	Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.		(N)
	Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.		(N)
	Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.		(N)
	BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.		<u>(N)</u>
	BellSouth reserves the right to discontinue this promotion at any time without notice.		(N)
	This promotion is only available to customers where BellSouth service and facilities are available.		(N)
	Offer is available to BellSouth employees.		(N)