

# BELLSOUTH

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May 12, 2006

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 letter regarding mixed bundles, BellSouth will offer its E-Store Summer Sale beginning May 15, 2006 through September 10, 2006.

Customers who order Complete Choice via the e-store online sales channel will be eligible to receive a \$25 reward.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

## **Packages E-Store Summer Sale**

### **FL 2006-1105**

#### **OVERVIEW OF PROMOTION:**

In accordance with the special promotions section of the General Subscriber Services Tariff, the Packages E-Store Summer Sale promotion is scheduled to begin on 05/15/2006 and end on 09/10/2006. Customers purchasing Complete Choice via the BellSouth.com online sales channel will be offered a \$25 reward if they purchase this package.

#### Services Included in this Promotion:

1. Complete Choice (CC)
2. Complete Choice with Area Plus (APCC)

#### **PROMOTION SPECIFICS:**

1. Customers that order Complete Choice via the e-store online sales channel will be eligible to receive a reward valued at \$25.00 cash or VISA card.
2. Customers will be able to select the reward type on through the Reward Redemption site.
3. Offer is valid from 5/15/06 - 9/10/06.
4. Customers who indicate they had difficulty placing the order online and call large team will be eligible for manual processing of their order and eligible to receive the reward.
5. A non-CC or APCC customer that orders CC via eStore or calls into large team because of difficulty in online ordering demanding the offer and ordering CC will qualify for promotion reward if they have not already been given a promotion excluded in conjunction with this offer.
6. A current BellSouth customer without CC or APCC on the account is eligible to receive this promotion if CC is selected via eStore.
7. Any new BellSouth subscriber that orders CC via eStore or calls into large team because of difficulty in online demanding the offer is eligible for one (1) \$25 Cash Back or VISA® Gift Card reward.
8. Records must have a valid eStore sales code to be eligible to receive any Cash Back or VISA® Gift Cards under this promotion. A valid sales code and eligible services will be required to qualify to be eligible to receive and redeem the appropriate Cash Back or VISA® Gift Card reward.
9. For M orders based on "customer demand", or calls into large team requesting the offer, criteria may be exempt from this requirement.

#### **PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:**

1. Customers are eligible if they order via eStore and place an order for promotion eligible product(s) or service(s) between 05/15/06 and 09/10/06.
2. Customer order must be completed and/or billing begun prior to reward redemption.
3. Customer must follow the redemption instructions and call the IVR (Interactive Voice Response) provided, or access the BellSouth Rewards web site by the specified date to redeem.
4. Only customers who call the IVR or access the BellSouth Rewards web site to redeem their reward by the redemption deadline date will be eligible to receive a reward(s).
5. Customer must be a current subscriber to the promotion eligible BellSouth service/plan at the time of reward redemption processing.
6. BellSouth reserves the right to discontinue this promotion at any time without customer notice.
7. Customers that transfer Complete Choice from one address to another address are not eligible for the reward offer on that service.
8. Customer may only redeem a maximum of one (1) reward under this promotion and within the promotion period. The reward(s) under this promotion may be in addition to any other available coupon or gift card promotion, not related to this specific promotion. Customers are not eligible for packages closer coupons L62LT and L62OB with this promotion
9. Offer valid for only one (1) service line per account.
10. An existing CC or APCC customer is not eligible for this promotion. Customer must be a new CC customer or upgrade to CC.
11. An existing 1FR, 2Pack or BPP customer who upgrades to domestic CC via e Store within this promotion period IS eligible for this promotion.
12. A customer who is not subscribed to CC or APCC and calls into large team due to problems ordering, demanding the offer and subscribes to CC within the promotion period is eligible for this promotion as long as they did not previously have CC or APCC.
13. An existing customer transferring existing CC or APCC service from one address to another address is not eligible for the Cash Back or VISA® Gift Card reward offer on the same service.
14. An existing customer disconnecting or deactivating CC service during the promotional period and then reconnecting or reactivating the same service is not eligible for the promotion.

15. This offer is not available for resale.