

BELLSOUTH

BellSouth Telecommunications, Inc.

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April 14, 2006

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 Promotion.

General Subscriber Service Tariff

Section A2

- Original Page 35.6.53

The issue and effective dates for this tariff package are April 14, 2006 and May 1, 2006 respectively.

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



Promotion Description

BellSouth eStore Movers Offer

FL 2006-023

OVERVIEW OF PROMOTION:

In accordance with the special promotions section of the General Subscriber Services Tariff (GSST), BellSouth eStore Movers Offer will run from May 1, 2006 to August 31, 2006. Customers that are identified as potential movers will be contacted through a variety of advertising mediums. Customers will be incented to transfer their service at www.bellsouth.com and will receive a \$35 Target® Gift Card for transferring their existing BellSouth services to a new service address. Customer orders must complete by August 31, 2006 to be eligible for the Target® Gift Card.

Services Included in this Promotion:

1. None

PROMOTION SPECIFICS:

1. Residential customers who successfully transfer their existing BellSouth services to a new service address online at www.bellsouth.com. The \$35 Target® Gift Card is available for bellsouth.com orders only.

PROMOTION RESTRICTIONS:

1. Offer is available to BellSouth employees.
2. Transfer orders must be successfully completed by September 23, 2006 to be eligible.
3. Limit of one Target® Gift Card per BellSouth customer account.
4. Within four to six (4-6) weeks 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.
5. Coupon postmark deadline is 90 calendar days from the order completion date to be eligible.
6. Orders submitted at www.bellsouth.com that are cancelled before implemented are not eligible.
7. Orders submitted at www.bellsouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.
8. Orders submitted and completed online from a URL other than www.bellsouth.com are not eligible for this offer.
9. 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.
10. BellSouth reserves the right to discontinue this promotion at any time without notice.
11. This promotion is only available to customers where BellSouth service and facilities are available.
12. This promotion is not available for resale.

ISSUED: April 14, 2006
BY: Marshall M. Criser III, President -FL
Miami, Florida

EFFECTIVE: May 1, 2006

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	
BellSouth's Service Territory – From Central Office where services are available	BellSouth eStore Movers Offer	Customers that are identified as potential movers will be contacted through a variety of advertising mediums. Customers will be incented to transfer their service at www.bellsouth.com and will receive a \$35 Target® Gift Card for transferring their existing BellSouth services to a new service address. Customer orders must complete by August 31, 2006 to be eligible for the Target® Gift Card.	5/1/06 to 8/31/06	(N)
		Rules and Regulations		(N)
		--Offer is available to BellSouth employees.		(N)
		--Transfer orders must be successfully completed by September 23, 2006 to be eligible.		(N)
		--Limit of one Target® Gift Card per BellSouth customer account.		(N)
		--Within four to six (4-6) weeks 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 www.bellsouth.com that are cancelled before implemented are not eligible.		(N)
		--Orders submitted at www.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 www.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)

ISSUED: April 14, 2006

EFFECTIVE: May 1, 2006

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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth eStore Movers Offer</u>	<u>Customers that are identified as potential movers will be contacted through a variety of advertising mediums. Customers will be incented to transfer their service at www.bellsouth.com and will receive a \$35 Target® Gift Card for transferring their existing BellSouth services to a new service address. Customer orders must complete by August 31, 2006 to be eligible for the Target® Gift Card.</u>	<u>5/1/06 to 8/31/06</u> (N)
		<u>Rules and Regulations</u>	(N)
		<u>--Offer is available to BellSouth employees.</u>	(N)
		<u>--Transfer orders must be successfully completed by September 23, 2006 to be eligible.</u>	(N)
		<u>--Limit of one Target® Gift Card per BellSouth customer account.</u>	(N)
		<u>--Within four to six (4-6) weeks 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.</u>	(N)
		<u>--Orders submitted at www.bellsouth.com that are cancelled before implemented are not eligible.</u>	(N)
		<u>--Orders submitted at www.bellsouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.</u>	(N)
		<u>--Orders submitted and completed online from a URL other than www.bellsouth.com are not eligible for this offer.</u>	(N)
		<u>--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.</u>	(N)
		<u>--This promotion is only available to customers where BellSouth service and facilities are available.</u>	(N)