

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

150 South Monroe Street  
Suite 400  
Tallahassee, Florida 32301

[Jerry.hendrix@bellsouth.com](mailto:Jerry.hendrix@bellsouth.com)

**Jerry D. Hendrix**  
Vice President  
Regulatory Relations

Phone: (850) 577-5550  
Fax (850) 222-8640

June 28, 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 \$99 Triple Play promotion.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.56

The issue and effective dates for this tariff package are June 28, 2006 and July 13, 2006, respectively.

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

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### **\$99 Triple Play**

FL 2006-098

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

In accordance with the special promotions section of the General Subscriber Services Tariff, the \$99 Triple Play offer is scheduled to begin on July 13, 2006 and end on December 31, 2006.

#### **PROMOTION SPECIFICS**

The offer will contain the following services.

1. BellSouth PreferredPack
2. Talk 200 or BellSouth PreferredPack Unlimited
3. FastAccess DSL 1.5 or higher
4. Customer must select one of the two affiliates, \$44.99 DIRECTV® plan minimum or \$39.99 Cingular® Plan minimum. A discount will be changed to reflect at \$10 credit for DIRECTV®, and a \$5.00 credit for Cingular® when these products are selected. Additional discounts will be applied to affiliate products.
5. A credit will be applied against BellSouth PreferredPack in each state as follows: AL - \$4.95; FL - \$5.00; GA - \$5.00; KY - \$5.00; LA - \$5.00; MS - \$5.00; NC - \$3.00; SC - \$5.00; TN - \$3.00
6. When customers select the defined components above, the bundle price will be \$99.00.
7. When customers deviate from the defined product by selecting high FastAccess DSL speeds, or a higher priced DIRECTV® package, BellSouth Long Distance Unlimited, and higher priced Cingular® packages the price point will vary dependent upon the selected products.

#### **PROMOTION RESTRICTIONS AND ELIGIBILITY REQUIREMENTS**

1. This offer may be extended to customers who contact BellSouth and request this special bundle.
2. Customers are eligible to subscribe to other affiliate products.
3. There are no termination liability restrictions associated with this bundle.
4. This bundle is valid for only one (1) service line at the intended local service address.
5. Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.
6. BellSouth reserves the right to discontinue or modify this bundle at any time without notice.
7. This offer may be combined with cash back offers or other promotional offers on the same services, 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.
8. PIC and LPIC selection of BellSouth without selection of a qualifying long distance plan does not qualify for a bundle and therefore will not enable customers to receive the discount pricing or bundle price.
9. The customer must place their order through a BellSouth channel: business office, telemarketing vendor, online, and alternate channels as indicated.
10. This promotion is not available for resale.

ISSUED: June 28, 2006

EFFECTIVE: July 13, 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)

Area of Promotion	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	\$99 Triple Play	\$99 Triple Play promotion provides customers who select the following components a bundle price will be \$99.00.	07/13/06 (N)
		<b>Rules and Regulations</b>	12/31/06 (N)
		--Services included in this offer are:	(N)
		• BellSouth PreferredPack	(N)
		• Talk 200 or BellSouth PreferredPack Unlimited	(N)
		• FastAccess DSL 1.5 or higher	(N)
		• Customer must select one of the two affiliates, \$44.99 DIRECTV® plan minimum or \$39.99 Cingular® Plan minimum. A discount will be changed to reflect at \$10 credit for DIRECTV®, and a \$5.00 credit for Cingular® when these products are selected.	(N)
		--Additional discounts will be applied to affiliate products.	(N)
		--A credit of \$5.00 will be applied against BellSouth PreferredPack.	(N)
		--When customers deviate from the defined product by selecting high FastAccess DSL speeds, or a higher priced DIRECTV® package, BellSouth Long Distance Unlimited, and higher priced Cingular® packages the price point will vary dependent upon the selected products.	(N)
		--This offer may be extended to customers who contact BellSouth and request this special bundle.	(N)
		--Customers are eligible to subscribe to other affiliate products.	(N)
		--There are no termination liability restrictions associated with this bundle.	(N)
		--This bundle is valid for only one (1) service line at the intended local service address.	(N)
		--Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill.	(N)
		--If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.	(N)
		--BellSouth reserves the right to discontinue or modify this bundle at any time without notice.	(N)
		--This offer may be combined with cash back offers or other promotional offers on the same services, 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.	(N)
		--PIC and LPIC selection of BellSouth without selection of a qualifying long distance plan does not qualify for a bundle and therefore will not enable customers to receive the discount pricing or bundle price.	(N)
		--The customer must place their order through a BellSouth channel: business office, telemarketing vendor, online, and alternate channels as indicated.	(N)

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the BellSouth Tariffs are owned by BellSouth Intellectual Property Corporation.

All trademarks and service marks contained herein which are not owned by BellSouth are the property of their respective owners.

## 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	\$99 Triple Play	\$99 Triple Play promotion provides customers who select the following components a bundle price will be \$99.00.	07/13/06 (N) to 12/31/06 (N)
		<b>Rules and Regulations</b>	
		--Services included in this offer are:	(N)
		• BellSouth PreferredPack	(N)
		• Talk 200 or BellSouth PreferredPack Unlimited	(N)
		• FastAccess DSL 1.5 or higher	(N)
		• Customer must select one of the two affiliates, \$44.99 DIRECTV® plan minimum or \$39.99 Cingular® Plan minimum. A discount will be changed to reflect at \$10 credit for DIRECTV®, and a \$5.00 credit for Cingular® when these products are selected.	(N)
		--Additional discounts will be applied to affiliate products.	(N)
		--A credit of \$5.00 will be applied against BellSouth PreferredPack.	(N)
		--When customers deviate from the defined product by selecting high FastAccess DSL speeds, or a higher priced DIRECTV® package, BellSouth Long Distance Unlimited, and higher priced Cingular® packages the price point will vary dependent upon the selected products.	(N)
		--This offer may be extended to customers who contact BellSouth and request this special bundle.	(N)
		--Customers are eligible to subscribe to other affiliate products.	(N)
		--There are no termination liability restrictions associated with this bundle.	(N)
		--This bundle is valid for only one (1) service line at the intended local service address.	(N)
		--Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill.	(N)
		--If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.	(N)
		--BellSouth reserves the right to discontinue or modify this bundle at any time without notice.	(N)
		--This offer may be combined with cash back offers or other promotional offers on the same services, 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.	(N)
		--PIC and LPIC selection of BellSouth without selection of a qualifying long distance plan does not qualify for a bundle and therefore will not enable customers to receive the discount pricing or bundle price.	(N)
		--The customer must place their order through a BellSouth channel: business office, telemarketing vendor, online, and alternate channels as indicated.	(N)

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