

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

150 South Monroe Street  
Suite 400  
Tallahassee, Florida 32301

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

Phone: (850) 577-5550  
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February 12, 2007

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 to revise BellSouth Simply 30 Promotion.

General Subscriber Service Tariff

Section A2

- First Revised Page 35.6.63
- First Revised Page 35.6.63.1
- Original Page 35.6.63.3

The issue and effective dates for this tariff package are February 12, 2007 and February 13, 2007, 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**  
**BellSouth Simply 30(sm) Promotion**  
**FL 2006-209**

**Overview**

In accordance with the special promotions section of the General Subscriber Services Tariff and/or the General Exchange Price List, The BellSouth Simply 30(sm) Promotion is scheduled to begin on 01/01/2007 and end on 08/31/2007. This promotion ("Program") is an offering available to new BellSouth business customers in the BellSouth region who currently have local exchange service with another local exchange provider. The BellSouth Simply 30(sm) program provides 30% monthly rewards based upon the Subscriber's bill for BellSouth Complete Choice for Business, certain long distance domestic calling plans provided by BellSouth Long Distance, Inc. and BellSouth FastAccess Business DSL 384K speed or higher. The Subscriber must sign a 36-month Simply 30(sm) Multi-Service Term Agreement (the "Agreement").

**Promotion Specifics**

- Available only to new BellSouth business customers who currently have local exchange service with another local exchange provider and who subscribe to a Complete Choice for Business Package; a BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate Plan or BellSouth Business Preferred Rate Plus Plan and BellSouth FastAccess Business DSL 384K speed or higher ("FastAccess").
- Subscriber must sign the 36-month Program Agreement associated with this offer to receive the rewards.
- Rewards: a 30% reward based upon Subscriber's monthly BellSouth charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; a 30% reward based upon Subscriber's monthly recurring and usage charges for the BellSouth Long Distance Business Preferred Rate Plan, BellSouth Long Distance Business Preferred Rate Plus Plan or monthly recurring charge only for BellSouth Long Distance Business Unlimited Plan and the BellSouth Long Distance BellSouth Business Easy Toll Free Service if applicable; and a 30% reward based upon Subscriber's non-regulated monthly recurring charge (only) for FastAccess DSL 384K speed or higher.
- Component Service: Monthly Reward:
  - BellSouth Complete Choice for Business Package: 30%
  - BellSouth Long Distance BellSouth Business Unlimited plan monthly recurring charge, BellSouth Long Distance BellSouth Business Preferred Rate plan monthly recurring charge and usage charges,
  - BellSouth Long Distance BellSouth Business Preferred Rate Plus plan monthly recurring charge and usage charges; and BellSouth Business Easy Toll Free Service MRC: 30%
  - BellSouth FastAccess Business DSL 384K speed or higher monthly recurring charge: 30%
- The rewards will appear as credits in the OC&C sections of the Subscriber's bill in the same billing period as the incurred charges. Rewards for each service will be separately listed in the OC&C section corresponding to the individual services to be rewarded. (BellSouth Complete Choice for Business; BellSouth Long Distance BellSouth Business Preferred Rate Calling plan, BellSouth Long Distance BellSouth Business Preferred Rate Plus Calling plan or the BellSouth Unlimited Calling Plan and BellSouth FastAccess Business DSL service).
- In addition to the rewards, 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. However, for FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will continue to apply and are not rewarded or waived under the Program.
- For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate or BellSouth Business Preferred Rate Plus plans, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.
- For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate plan or BellSouth Business Preferred Rate Plus plan, international usage is not rewarded under the Program.
- Participation in the Program begins on the date the Subscriber commits to an Agreement and BellSouth accepts by completing Subscriber's service order (unless voided by BellSouth). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing

cycle that BellSouth completes the Subscriber's service order.

- The Agreement will cancel if the FastAccess component service is not activated within 60 days of the service order completion date, and the Subscriber must repay all rewards provided.
- In the event that the activation of FastAccess is delayed (but within the sixty (60) days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.
- In the event Subscriber terminates any one component service during the term (the BellSouth Complete Choice for Business, the selected BellSouth Long Distance plan, or the BellSouth FastAccess Business DSL service) prior to the expiration date of the Agreement, the Subscriber agrees to pay the respective termination charges associated with the service to BellSouth as provided below based upon the number of months remaining on the term for the particular component. These charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&C sections. Payment of this charge does not release the Subscriber from other previous amounts owed to BellSouth.
  - Set charge to be multiplied by number of months remaining on term: \$75
  - Complete Choice for Business Package: \$20
  - BellSouth Long Distance Business Unlimited, Business Preferred Rate or Business Preferred Rate Plus calling plans: \$5
  - BellSouth FastAccess Business DSL 384K speed or higher: \$40
- Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.
- Unless either the Subscriber or BellSouth provides the other advance written notice of its intent to terminate the Program, no less than 60 days prior to the end of the initial term of the Program, this Agreement will automatically renew for another 36 month term under the same rates, terms and conditions contained in this Agreement and as may otherwise be in effect at the time of such renewal. The renewal term shall be for another 36 month term.

#### **Promotion Restrictions/Eligibility Requirements**

- Rewards apply only to BellSouth Complete Choice for Business regulated total billed charges within a state, not across states, to the BellSouth Long Distance BellSouth Business Preferred Rate, BellSouth Long Distance BellSouth Business Preferred Rate Plus or BellSouth Business Unlimited Calling plans, the BellSouth Long Distance BellSouth Business Easy Toll Free Service MRC; and BellSouth FastAccess Business DSL 384K speed or higher as provided under the Program.
- No spending with respect to any one component service shall be eligible for the benefits associated with any other component service.
- No BTN arrangements are allowed with this Program.
- Except as provided below, Subscribers participating in BellSouth Business Volume and Term plans, CSAs, BellSouth Complete Choice for Business Term Plan, Complete Choice for Business Elite, Complete Choice for Business Plus Rewards, Complete Choice for Business Plus, Backup Line Offer, Penny Promo, 100 Free Minutes, Unlimited Flex, "3 for 3", Shoppers Reward Promotion, Deluxe Rewards, Solution Plus, Hunting Program, Simple Solutions, Simple Savings, BellSouth Deluxe Rewards Promotion, BellSouth Additional Line offer, BellSouth Core New offer or any Key Customer Program (where available) are not eligible to participate in this program.
- Subscribers participating in the BellSouth Welcoming Rewards program or BellSouth Long Distance BellSouth Business Unlimited MRC Waiver Promotion may subscribe to the Program. Subscribers currently participating under any other existing BellSouth Small Business Promotion local exchange term election agreement may not migrate to this promotion.
- BellSouth reserves the right to terminate this program at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion for the remaining term of their Simply 30(sm) Multi-Service Term Agreement.
- In tariffed states, the term agreement is subject to and controlled by the provisions of BellSouth's lawfully filed tariffs and this Agreement, including any changes therein as may be made from time to time; in detariffed or deregulated states this Program and the Agreement is controlled by the terms set forth in the Agreement.
- Subscribers with aggregate annual billing of BellSouth local services exceeding \$65,000 at the time of enrollment are not eligible to participate in this promotion.
- This offer is not available for resale.



ISSUED: February 12, 2007-~~ISSUED: December 31, 2006~~

EFFECTIVE: February 13, 2007-~~EFFECTIVE: January 1, 2007~~

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	BellSouth Simply 30 Promotion	The BellSouth Simply 30 program provides 30% monthly rewards based upon the Subscriber's bill for BellSouth Complete Choice for Business, certain long distance domestic calling plans provided by BellSouth Long Distance, Inc. and BellSouth FastAccess Business DSL 384K speed or higher. The Subscriber must sign a 36-month Simply 30 Multi-Service Term Agreement (the "Agreement"). This promotion available to new business customers who currently have local exchange service with another local exchange provider.	1/1/07 to 8/31/07 (N)
		Rules and Regulations	(N)
		--Available only to new BellSouth business customers who currently have local exchange service with another local exchange provider and who subscribe to a Complete Choice for Business Package; a BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate Plan or BellSouth Business Preferred Rate Plus Plan and BellSouth FastAccess Business DSL 384K speed or higher ("FastAccess").	(N)
		--Subscriber must sign the 36-month Program Agreement associated with this offer to receive the rewards.	(N)
		--Rewards: a 30% reward based upon Subscriber's monthly BellSouth charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; a 30% reward based upon Subscriber's monthly recurring and usage charges for the BellSouth Long Distance Business Preferred Rate Plan, BellSouth Long Distance Business Preferred Rate Plus Plan or monthly recurring charge only for BellSouth Long Distance Business Unlimited Plan and the BellSouth Long Distance BellSouth Business Easy Toll Free Service if applicable; and a 30% reward based upon Subscriber's non-regulated monthly recurring charge (only) for FastAccess DSL 384K speed or higher.	(N)
		--Component Service: Monthly Reward:	(N)
		• BellSouth Complete Choice for Business Package: 30%	(N)
		• BellSouth Long Distance BellSouth Business Unlimited plan monthly recurring charge, BellSouth Long Distance BellSouth Business Preferred Rate plan monthly recurring charge and usage charges, <i>and BellSouth Business Easy Toll Free Service MRC: 30%</i>	(N)(C)
		• <del>BellSouth Long Distance BellSouth Business Preferred Rate Plus plan monthly recurring charge and usage charges; and BellSouth Business Easy Toll Free Service MRC: 30%</del> <b>(DELETED)</b>	(D)
		• BellSouth FastAccess Business DSL 384K speed or higher monthly recurring charge: 30%	(N)
		--The rewards will appear as credits in the Rewards and Discounts section of the BellSouth Regulated Local and Local Toll Charges portion of the Subscriber's bill, the Other Charges and Credits (OC&C) section of the BellSouth Long Distance, Inc. portion of the Subscriber's bill; and the BellSouth Customized Billing Plan section of the BellSouth Internet Services section of the Subscriber's bill. The credits will appear in the same billing period as the incurred charges. Rewards for each service will be separately listed in the applicable sections corresponding to the individual services to be rewarded.	(N)

## 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 Simply 30 Promotion (Cont'd)	Rules and Regulations (Cont'd)	(N)
		--In addition to the rewards, 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. However, for FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will continue to apply and are not rewarded or waived under the Program.	(N)
		--For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate or BellSouth Business Preferred Rate Plus plans, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.	(N)
		--For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate plan or BellSouth Business Preferred Rate Plus plan, international usage is not rewarded under the Program.	(N)
		--Participation in the Program begins on the date the Subscriber commits to an Agreement and BellSouth accepts by completing Subscriber's service order (unless voided by BellSouth). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the Subscriber's service order.	(N)
		--The Agreement will cancel if the FastAccess component service is not activated within sixty (60) days of the service order completion date, and the Subscriber must repay all rewards provided.	(N)
		--In the event that the activation of FastAccess is delayed (but within the sixty (60) days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.	(N)
		--In the event Subscriber terminates any one component service during the term (the BellSouth Complete Choice for Business, the selected BellSouth Long Distance plan, or the BellSouth FastAccess Business DSL service) prior to the expiration date of the Agreement, the Subscriber agrees to pay the respective termination charges associated with the service to BellSouth as provided below based upon the number of months remaining on the term for the particular component. These charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&C sections. Payment of this charge does not release the Subscriber from other previous amounts owed to BellSouth. Set charge to be multiplied by number of months remaining on term: <u>BellSouth Simply 30 Promotion</u> := \$75; <u>Complete Choice for Business Package</u> := \$20; <u>-BellSouth Long Distance Business Unlimited, Business Preferred Rate or Business Preferred Rate Plus calling plans</u> := \$5; <u>BellSouth FastAccess Business DSL 384K speed or higher</u> := \$40.	(N)(C)
		--Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this	(N)(M)

Material previously appearing on this page now appears on page(s) 35.6.63.3 of this section.

BELLSOUTH  
~~35.6.63.1~~  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

First Revised Page 35.6.63.1~~Original Page~~

Cancels Original Page 35.6.63.1

ISSUED: February 12, 2007~~ISSUED: December 31, 2006~~  
BY: Marshall M. Criser III, President -FL  
Miami, Florida

EFFECTIVE: February 13, 2007~~EFFECTIVE: January 1, 2007~~

~~program.~~

Material previously appearing on this page now appears on page(s) 35.6.63.3 of this section.

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ISSUED: February 12, 2007

EFFECTIVE: February 13, 2007

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</u>	<u>BellSouth Simply 30 Promotion (Cont'd)</u>	<u>Rules and Regulations (Cont'd)</u>	(N)
<u>Central Office where services are available</u>		<u>--Subscribers are only eligible for one (1) thirty-six month term renewal.</u>	(N)
		<u>--BellSouth will provide written and/or verbal reminders to the Subscriber of the Subscriber term agreement expiration date and the automatic renewal provision beginning approximately 180 days prior to its expiration depending upon the Subscriber's billing cycle. If the Subscriber does not renew the Subscriber agreement for another term or at the expiration of the renewed term, the Subscriber agrees to pay the published rate or prices or the full tariffed charges for services.</u>	(N)
		<u>--Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.</u>	(M)

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## 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 Simply 30 Promotion	The BellSouth Simply 30 program provides 30% monthly rewards based upon the Subscriber's bill for BellSouth Complete Choice for Business, certain long distance domestic calling plans provided by BellSouth Long Distance, Inc. and BellSouth FastAccess Business DSL 384K speed or higher. The Subscriber must sign a 36-month Simply 30 Multi-Service Term Agreement (the "Agreement"). This promotion available to new business customers who currently have local exchange service with another local exchange provider.	1/1/07 to 8/31/07
Rules and Regulations			
--Available only to new BellSouth business customers who currently have local exchange service with another local exchange provider and who subscribe to a Complete Choice for Business Package; a BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate Plan or BellSouth Business Preferred Rate Plus Plan and BellSouth FastAccess Business DSL 384K speed or higher ("FastAccess").			
--Subscriber must sign the 36-month Program Agreement associated with this offer to receive the rewards.			
--Rewards: a 30% reward based upon Subscriber's monthly BellSouth charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; a 30% reward based upon Subscriber's monthly recurring and usage charges for the BellSouth Long Distance Business Preferred Rate Plan, BellSouth Long Distance Business Preferred Rate Plus Plan or monthly recurring charge only for BellSouth Long Distance Business Unlimited Plan and the BellSouth Long Distance BellSouth Business Easy Toll Free Service if applicable; and a 30% reward based upon Subscriber's non-regulated monthly recurring charge (only) for FastAccess DSL 384K speed or higher.			
--Component Service: Monthly Reward:			
<ul style="list-style-type: none"> <li>• BellSouth Complete Choice for Business Package: 30%</li> <li>• BellSouth Long Distance BellSouth Business Unlimited plan monthly recurring charge, BellSouth Long Distance BellSouth Business Preferred Rate plan monthly recurring charge and usage charges, and BellSouth Business Easy Toll Free Service MRC: 30%</li> <li>• <b>(DELETED)</b></li> <li>• BellSouth FastAccess Business DSL 384K speed or higher monthly recurring charge: 30%</li> </ul>			
--The rewards will appear as credits in the Rewards and Discounts section of the BellSouth Regulated Local and Local Toll Charges portion of the Subscriber's bill, the Other Charges and Credits (OC&C) section of the BellSouth Long Distance, Inc. portion of the Subscriber's bill; and the BellSouth Customized Billing Plan section of the BellSouth Internet Services section of the Subscriber's bill. The credits will appear in the same billing period as the incurred charges. Rewards for each service will be separately listed in the applicable sections corresponding to the individual services to be rewarded.			

## 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 Simply 30 Promotion (Cont'd)	<p>Rules and Regulations (Cont'd)</p> <p>--In addition to the rewards, 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. However, for FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will continue to apply and are not rewarded or waived under the Program.</p> <p>--For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate or BellSouth Business Preferred Rate Plus plans, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.</p> <p>--For BellSouth Long Distance BellSouth Business Unlimited, BellSouth Business Preferred Rate plan or BellSouth Business Preferred Rate Plus plan, international usage is not rewarded under the Program.</p> <p>--Participation in the Program begins on the date the Subscriber commits to an Agreement and BellSouth accepts by completing Subscriber's service order (unless voided by BellSouth). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the Subscriber's service order.</p> <p>--The Agreement will cancel if the FastAccess component service is not activated within sixty (60) days of the service order completion date, and the Subscriber must repay all rewards provided.</p> <p>--In the event that the activation of FastAccess is delayed (but within the sixty (60) days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.</p> <p>--In the event Subscriber terminates any one component service during the term (the BellSouth Complete Choice for Business, the selected BellSouth Long Distance plan, or the BellSouth FastAccess Business DSL service) prior to the expiration date of the Agreement, the Subscriber agrees to pay the respective termination charges associated with the service to BellSouth as provided below based upon the number of months remaining on the term for the particular component. These charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&amp;C sections. Payment of this charge does not release the Subscriber from other previous amounts owed to BellSouth. Set charge to be multiplied by number of months remaining on term; <b>BellSouth Simply 30 Promotion</b>= \$75; Complete Choice for Business Package= \$20; BellSouth Long Distance Business Unlimited, Business Preferred Rate or Business Preferred Rate Plus calling plans= \$5; BellSouth FastAccess Business DSL 384K speed or higher= \$40.</p>	(C)

(M)

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ISSUED: February 12, 2007  
BY: Marshall M. Criser III, President -FL  
Miami, Florida

EFFECTIVE: February 13, 2007

## 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 Simply 30 Promotion (Cont'd)	Rules and Regulations (Cont'd)	(N)
		--Subscribers are only eligible for one (1) thirty-six month term renewal.	(N)
		--BellSouth will provide written and/or verbal reminders to the Subscriber of the Subscriber term agreement expiration date and the automatic renewal provision beginning approximately 180 days prior to its expiration depending upon the Subscriber's billing cycle. If the Subscriber does not renew the Subscriber agreement for another term or at the expiration of the renewed term, the Subscriber agrees to pay the published rate or prices or the full tariffed charges for services.	(N)
		--Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.	(M)

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