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April 30, 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 Business Shoppers Reward Promotion.

General Subscriber Service Tariff

Section A2 - 3rd Revised Page 35.6.35
- 3rd Revised Page 35.6.35.1

The issue and effective dates for this tariff package are April 30, 2007 and May 1, 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
Business Shoppers Promotion Extension
#1370

PROMOTION OVERVIEW

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth plans to extend The Business Shoppers Promotion, is extended to April 30, 2008. The Business Shoppers Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check. To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to purchase a Complete Choice for Business Line package and sign a local service term election agreement from BellSouth.

PROMOTION SPECIFICS:

1. Available only to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package and signing a local service term election agreement from BellSouth.
2. Subscribers that request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a Complete Choice for Business Line package and sign a local service term election agreement.
3. Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for a gift check (with the initial order) per main billing account to add BellSouth local exchange service.
4. All Subscribers who ask or otherwise qualify shall receive a coupon.
5. The Subscriber must fill out the coupon and redeem it for a gift check by June 30, 2008 . Redemption can be made via: Mail Online, BellSouth/VIPGift, www.bellsouthoffer.vipgift.com, P.O. Box 4494, Chattanooga, TN 37405
6. The reward will be a one-time gift check mailed and made payable to the Subscriber's business approximately six to eight (6-8) weeks after the coupon has been returned by the subscriber and fulfilled by BellSouth.
7. Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:

1. BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.
2. This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; provided however Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion. In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion (if Subscriber meets those eligibility requirements).
3. Subscribers participating in a CSA are not eligible to participate in this promotion.
4. Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.
5. Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$65,000 at the time of enrollment, are not eligible to participate in this promotion.
6. All Subscribers who "shop" as provided above shall receive a coupon.
7. Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program.
8. Customer must be a current BellSouth retail local exchange customer at time of coupon redemption.
9. This promotion is not available for resale.

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 Business Shoppers <u>Reward</u> Promotion	The Business Shoppers <u>Reward</u> Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for cash <u>a gift check</u> . To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from BellSouth. Coupons available while supplies last.	9/1/2005 (C) <u>5/1/2007 to 8/31/2006</u> 3/0/2008
		Rules and Regulations	
		-- Available to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package <u>and signing a local service term agreement</u> .	(C)
		-- Offered to Subscribers that request information on local exchange service for comparison with competitive offers and indicate a reluctance to place an order. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of 12 months from the enrollment date in the Promotion.	
		-- Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for cash <u>a gift check</u> (with the initial order) per main billing account to add BellSouth local exchange service.	(C)
		-- The Subscriber must fill out the coupon and redeem it for cash by <u>August 31, 2006</u> <u>gift check by June 30, 2008</u> .	(C)
		-- Redemption can be made via: Mail Online, BellSouth/VIPGift, <u>www.bellsouthoffer.vipgift.com</u> , P.O. Box 4494, Chattanooga, TN 37405	(C)
		-- The reward will be a one-time check made payable to the Subscriber's business in a subsequent billing period usually within one or two billing cycles after the coupon has been returned by the subscriber and fulfilled by BellSouth.	
		-- In the event the Subscriber terminates the Complete Choice for Business Package service, the Subscriber must pay to BellSouth the one hundred dollar (\$100.00) cash reward received. This termination charge will appear on the Subscriber's bill as a charge in the OC&C section.	
		-- Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.	
		-- BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.	
		--- Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.	

FLORIDA

ISSUED: April 30, 2007~~ISSUED: April 14, 2006~~

EFFECTIVE: May 1, 2007~~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)

Area of Promotion	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth Business Shoppers <u>Reward</u> Promotion. (Cont'd)	Rules and Regulations (Cont'd) -- This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; however the Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion (where available). In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion if eligibility requirements are met. -- Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program. -- Customer must be a current BellSouth retail local exchange customer at time of coupon redemption. -- Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$65,000 at the time of enrollment, are not eligible to participate in this promotion. -- <u>All subscribers who "shop" as provided above shall receive a coupon.</u>	9/1/2005 (C) <u>5/1/2007 to 8/31/2006</u> <u>4/3/2008</u>

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 Business Shoppers <i>Reward</i> Promotion	The Business Shoppers <i>Reward</i> Promotion will offer subscribers a one-time non-recurring one hundred dollar (\$100.00) coupon redeemable for a <i>gift check</i> . To be eligible for the coupon, the subscribers who contact or are contacted by BellSouth must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase service from BellSouth. Coupons available while supplies last.	5/1/2007 to 4/30/2008 (C)
		Rules and Regulations	
		-- Available to new (acquisition/reacquisition) BellSouth business customers subscribing to a Complete Choice for Business Line Package <i>and signing a local service term agreement</i> .	(C)
		-- Offered to Subscribers that request information on local exchange service for comparison with competitive offers and indicate a reluctance to place an order. Subscriber agrees to keep local services Complete Choice for Business Line Package with BellSouth for a minimum of 12 months from the enrollment date in the Promotion.	
		-- Reward: one time, non-recurring one hundred dollar (\$100.00) coupon redeemable for a <i>gift check</i> (with the initial order) per main billing account to add BellSouth local exchange service.	(C)
		-- The Subscriber must fill out the coupon and redeem it for a <i>gift check by June 30, 2008</i> .	(C)
		-- Redemption can be made via: Mail Online, BellSouth/VIPGift, www.bellsouthoffer.vipgift.com , P.O. Box 4494, Chattanooga, TN 37405	
		-- The reward will be a one-time check made payable to the Subscriber's business in a subsequent billing period usually within one or two billing cycles after the coupon has been returned by the subscriber and fulfilled by BellSouth.	
		-- In the event the Subscriber terminates the Complete Choice for Business Package service, the Subscriber must pay to BellSouth the one hundred dollar (\$100.00) cash reward received. This termination charge will appear on the Subscriber's bill as a charge in the OC&C section.	
		-- Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.	
		-- BellSouth reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.	
		--- Participation in the Promotion begins on the date BellSouth becomes the Subscriber's local service provider.	

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

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- 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 Business Shoppers <i>Reward</i> Promotion (Cont'd)	Rules and Regulations (Cont'd) -- This promotion may not be used concurrently with any previous or existing local exchange service term election agreement programs, unless otherwise stated; however the Subscriber may participate concurrently in the BellSouth Complete Choice for Business Term Plan, BellSouth Simple Savings Program, or the BellSouth Complete Choice for Business Elite Promotion (where available). In addition, the subscriber may participate in the BellSouth Welcoming Rewards Program and the "3 for 3" Reward Promotion if eligibility requirements are met. -- Subscriber understands that their participation constitutes the Subscriber's company enrollment in the BellSouth Business Shopper's Promotion under this Program and the applicable tariffs; the Subscriber must have authority to commit their company to the Program. -- Customer must be a current BellSouth retail local exchange customer at time of coupon redemption. -- Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$65,000 at the time of enrollment, are not eligible to participate in this promotion. -- All subscribers who "shop" as provided above shall receive a coupon.	5/1/2007 to 4/30/2008

(C)

(N)