



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

AT&T Florida  
150 South Monroe St.  
Suite 400  
Tallahassee, FL 32301

T: 850-577-5550  
F: 850-224-5073  
Jerry.Hendrix@att.com  
www.att.com

May 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 for Loyalty Promotion (BUN80).

General Subscriber Service Tariff

Section A2 - Original Page 35.6.65

The issue and effective dates for this tariff package are May 30, 2007 and May 31, 2007, 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**

### **Loyalty Promotion**

**#1418**

#### **Overview**

The Loyalty Promotion is scheduled to begin on 05/31/2007 and end on 07/31/2007. This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC and APCC and any BSLD plan (\$1.00 Plan and above). Customers will receive a \$5.00 discount off their local service component. Customers with 2 Pack receive a \$2 credit. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.

#### **Promotion Specifics**

- Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC)
- Required - BSLD (\$1 plan or higher) - no discount
- Optional - DSL - no discount
- Optional - DTV - no discount
- Optional - WLS - no discount

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

1. This offer is available for customers that are calling in to disconnect local service with the new AT&T.
2. Customers are eligible to subscribe to other affiliate products.
3. This bundle is valid for only one (1) service line at the intended local service address.
4. The Saves Closer coupons cannot be combined with this Save bundle.
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 required 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 bundle 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. The customer must place their order through a BellSouth channel: business office
9. Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).

## 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
AT&T's Service Territory – From Central Office where services are available	Loyalty Promotion (BUN80)	This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC, and APCC, any BSLD (BellSouth Long Distance) plan (\$1.00 Plan and above). Customers will receive a \$5.00 discount off their local service component. Customers with 2 Pack receive a \$2 credit. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.	5/31/2007 to 7/31/2007 (N)
		--Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC).	(N)
		--Required - BSLD (\$1 plan or higher) - no discount.	(N)
		--Optional - DSL - no discount.	(N)
		--Optional - DTV - no discount.	(N)
		--Optional - WLS - no discount.	(N)
		<b>Rules and Regulations</b>	(N)
		--This offer is available for customers that are calling in to disconnect local service with the new AT&T.	(N)
		--Customers are eligible to subscribe to other affiliate products.	(N)
		--This bundle is valid for only one (1) service line at the intended local service address.	(N)
		--The Saves Closer coupons cannot be combined with this Save bundle.	(N)
		--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 required 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 bundle 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)
		--The customer must place their order through a BellSouth channel: business office Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).	(N)

ISSUED: May 30, 2007

EFFECTIVE: May 31, 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
<u>AT&amp;T's Service Territory – From Central Office where services are available</u>	<u>Loyalty Promotion (BUN80)</u>	<u>This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC, and APCC, any BSLD (BellSouth Long Distance) plan (\$1.00 Plan and above). Customers will receive a \$5.00 discount off their local service component. Customers with 2 Pack receive a \$2 credit. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.</u>	<u>5/31/2007 to 7/31/2007</u> (N)
		<u>--Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC).</u>	(N)
		<u>--Required - BSLD (\$1 plan or higher) - no discount.</u>	(N)
		<u>--Optional - DSL - no discount.</u>	(N)
		<u>--Optional - DTV - no discount.</u>	(N)
		<u>--Optional - WLS - no discount.</u>	(N)
		<b><u>Rules and Regulations</u></b>	(N)
		<u>--This offer is available for customers that are calling in to disconnect local service with the new AT&amp;T.</u>	(N)
		<u>--Customers are eligible to subscribe to other affiliate products.</u>	(N)
		<u>--This bundle is valid for only one (1) service line at the intended local service address.</u>	(N)
		<u>--The Saves Closer coupons cannot be combined with this Save bundle.</u>	(N)
		<u>--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 required services, they will be ineligible for the discount.</u>	(N)
		<u>--BellSouth reserves the right to discontinue or modify this bundle at any time without notice.</u>	(N)
		<u>--This bundle 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.</u>	(N)
		<u>--The customer must place their order through a BellSouth channel: business office Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).</u>	(N)