



Jerry D. Hendrix
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December 31, 2008

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff
Section A2 - Sixth Revised Page 35.6.44

The purpose of this filing is to provide for the Encore Bonus promotion. This Special Promotion will begin January 1, 2009 and end August 31, 2009.

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

Encore Bonus Promotion

Overview

The Encore Bonus Promotion is scheduled to begin on 01/01/2009 and end on 08/31/2009.

This promotion is an offer available to existing AT&T business subscribers located in the AT&T nine (9) state SE region, excluding certain wire centers in Florida, with 120 days or less remaining on their current AT&T local service subscriber term Agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the 120 day period.

Promotion Specifics

This promotion is an offer available to existing AT&T business subscribers located in the nine (9) state region, excluding certain wire centers in Florida, with 120 days or less remaining on their current AT&T local service subscriber term Agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the 120 day period.

Program Eligibility

- Subscribers located in the state of Florida must be located in an eligible wire center.
- Available only to existing AT&T business customers with 120 days or less remaining on their current AT&T local service subscriber term election Agreement.
- To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new AT&T local exchange service term agreement.
- Subscriber must sign a new AT&T Agreement within 120 days remaining on the current AT&T agreement.
- Subscriber must sign an eligible AT&T Local Exchange Agreement Promotion agreement for existing customers, unless otherwise noted.

Promotion Elements

- Reward: one time, non-recurring reward of \$100.

Eligibility: Must sign an AT&T Local Exchange Agreement Promotion agreement.

Reward: One time \$100 bill credit per subscriber account

- The reward will appear as a one-time credit in the Rewards and Discounts section of the Subscriber's bill in a subsequent billing period, usually within one or two billing cycles.
- Participation in the Program begins on the date the Subscriber commits to a new AT&T Agreement and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's term election agreement order and service is installed.
- In the event the Subscriber terminates the new AT&T Agreement within twelve (12) months from the date the Program term begins, the Subscriber must pay back to AT&T the bill reward received. This charge will appear on a subsequent bill or the Subscriber's final bill as a charge in the OC&C section of the subscriber's bill. Payment of this charge does not release the Subscriber from other previous amounts owed to AT&T.

- 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

- AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.
- Subscribers participating in a Product Level or Volume and Term Contract Service Arrangements are NOT eligible to participate in this promotion.
- This promotion may not be used concurrently with the Deluxe Rewards Promotion, Additional Line Promotion, Bundle Incentive, or the Renewal Incentive Promotion

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 Florida Service Territory – From Central Offices where services are available	Encore Bonus Promotion	This promotion is an offer available to existing AT&T business subscribers with one hundred twenty days (120) days or less remaining on their current AT&T local service subscriber term agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new BellSouth local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the one hundred twenty (120) day period.	01/01/2009 to 08/31/2009 (C)

Rules And Regulations

--Available only to existing AT&T business customers in selected wire centers with one hundred twenty (120) days or less remaining on their current AT&T local exchange service term agreement.

-- Subscriber must sign a new AT&T Agreement within one hundred twenty (120) days remaining on the current AT&T Agreement.

--Subscriber must sign an eligible AT&T Local Exchange Promotion Agreement for existing customers, unless otherwise noted.

--Reward: non-recurring reward of \$100 bill credit per subscriber account.

--Eligibility: Must sign an AT&T Local Exchange Promotion Agreement.

--The reward will appear as a one-time credit in the Rewards and Discounts section of the Subscriber's bill in a subsequent billing period, usually within one (1) or two (2) billing cycles.

--Participation in the Program begins on the date the Subscriber commits to a new AT&T Agreement and AT&T accepts (unless voided by AT&T). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's term election agreement order and service is installed.

--In the event the Subscriber terminates the new AT&T Agreement within twelve (12) months from the date the Program term begins, the Subscriber must pay back to AT&T the bill reward received. This charge will appear on a subsequent bill or the Subscriber's final bill as a charge in the OC&C section. Payment of this charge does not release the Subscriber from other previous amounts owed to AT&T.

--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.

--This promotion may not be used concurrently with the Deluxe Rewards Promotion, Additional Lines Promotion, Bundle Incentive or the Renewal Incentive Promotion.

-- AT&T reserves the right to terminate this promotion at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion.

FLORIDA

ISSUED: December 31, 2008~~ISSUED: August 29, 2008~~

EFFECTIVE: January 1, 2009~~EFFECTIVE: September 1, 2008~~

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	(C)
AT&T Florida Service Territory – From Central Offices where services are available	Encore Bonus Promotion	This promotion is an offer available to existing AT&T business subscribers with one hundred twenty days (120) days or less remaining on their current AT&T local service subscriber term agreement. To be eligible for this promotion, Subscribers who contact or are contacted by AT&T must request information on local exchange service for comparison with competitive offers, or otherwise if necessary for the customer to agree to purchase a new BellSouth local exchange service term agreement. A qualifying Subscriber will receive a one-time credit of \$100 for signing a new AT&T local exchange service agreement within the one hundred twenty (120) day period.	<u>01/01/07</u> to <u>12/31/2008</u> <u>08/31/2009</u>	(C)

Rules And Regulations

--Available only to existing AT&T business customers in selected wire centers with one hundred twenty (120) days or less remaining on their current AT&T local exchange service term agreement.

-- Subscriber must sign a new AT&T Agreement within one hundred twenty (120) days remaining on the current AT&T Agreement.

--Subscriber must sign an eligible AT&T Local Exchange Promotion Agreement for existing customers, unless otherwise noted.

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