



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

December 30, 2010

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 - Fourth Revised Page 35.6.92

The purpose of this filing is to provide for the AT&T Local Trio Reward Promotion. This Special Promotion will begin January 1, 2011 and end December 31, 2011.

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

AT&T Local Trio Month Reward Promotion

Overview

The AT&T Local Trio Month Reward Promotion is scheduled to begin on 01/01/2011 and end on 12/31/2011. This promotion ("Program") is an offering available to new AT&T business line Subscribers who bring a minimum of one business access line to AT&T from another local provider. The AT&T® Local Trio Month Reward promotion will provide a bill credit equal to the Subscriber's monthly local service Complete Choice® for Business package charges for three (3) billing periods. The bill credit will appear in months 12, 24 and 36 of the Subscriber's bill period from the beginning of the participation in the promotion. The Subscriber must purchase a Complete Choice for Business package and sign an eligible local service agreement at a 36 month term length.

Promotion Specifics

Program Eligibility

- Available to new AT&T business Subscribers bringing a minimum of one business access line to AT&T from another local exchange provider, and subscribing to a Complete Choice for Business (CCB) package.
- Subscriber must subscribe to an eligible local service agreement and choose the 36 month term option: Complete Choice® for Business Term Plan agreement or the Simple Savings Promotion agreement.

Promotion Elements

- Subscriber will receive a bill credit equal to the Subscriber's monthly local service CCB package charges. The bill credit will appear in months twelve (12), twenty-four (24) and thirty-six (36) from the beginning of participation in the promotion. The bill credit will be equal to those monthly local service business access line charges applied to the twelve (12), twenty-four (24) and thirty-six (36) bill periods.
- The benefits will appear as a credit in the Rewards and Discounts section of the AT&T Local portion of the Subscriber's bill.
- Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending upon 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 service order.
- In the event that a Subscriber terminates the Program prior to a monthly bill credit bill period, the Subscriber will not receive the monthly bill credit or any future monthly bill credits, if applicable.
- 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

- Subscriber must sign one of the following local service agreements and agree to the 36 month term option: Complete Choice® for Business Term Plan agreement or the Simple Savings Promotion agreement.
- Subscriber must maintain a CCB package for a 36 month period in order to receive all three (3) bill credits.
- Subscribers may participate concurrently in one or all of the following promotions: Welcoming Rewards Promotion.
- Subscribers participating in a Product Level or Volume and Term CSA, any Key Customer promotion, Complete Choice® for Business Elite promotion, Simply 30 promotion, 3 for 3 promotion, Bundle Incentive promotion, Core Additional Line promotion, Encore Bonus promotion, Small Business Essentials promotion, Exclusively 40 Promotion, Exclusively 50 Promotion, or Bundle Trio Month Reward Promotion are NOT eligible to participate in this program, unless otherwise stated.

- AT&T 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 the AT&T Local Trio Month Reward Promotion.

FLORIDA

ISSUED: December 30, 2010

~~ISSUED: December 31, 2009~~
EFFECTIVE: January 1, 2011

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
AT&T Florida Service Territory – From Central Offices where services are available	AT&T Local Trio Reward Promotion	The AT&T Local Trio Month Reward Promotion is available to new AT&T business line subscribers who bring a minimum of one (1) business access line to AT&T from another local provider. The promotion provides a bill credit equal to the Subscriber's monthly local service Complete Choice for Business package for three (3) billing periods. The bill credit will appear in months 12, 24 and 36 of the Subscriber's bill period from the beginning of the participation in the promotion. The Subscriber must purchase a Complete Choice for Business package and sign an eligible local service agreement at a 36 month term length.	01/01/2010 (C) <u>01/01/2011</u> to 12/31/2010 <u>12/31/2011</u>
		Rules and Regulations	
		--The benefits will appear as a credit in the Rewards and Discounts section of the AT&T Local portion of the Subscriber's bill.	
		--Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending upon 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 service order.	
		--In the event that a Subscriber terminates the Program prior to a monthly bill credit bill period, the Subscriber will not receive the monthly bill credit nor any future monthly bill credits, if applicable.	
		--Subscriber must sign one of the following local service agreements and agree to the 36 month term option: Complete Choice for Business Term Plan agreement or the Simple Savings Promotion agreement.	(E)
		--Subscriber must maintain a CCB package for a 36 month period in order to receive all three (3) bill credits.	
		--Subscribers may participate concurrently in one or all of the following promotions: Welcoming Rewards Promotion.	(E)
		--Subscribers participating in any <i>Product Level or Volume & Term CSA</i> , Key Customer promotion, Complete Choice for Business Elite promotion, Simply 30 promotion, 3 for 3 promotion, Bundle Incentive promotion, Core Additional Line promotion, Encore Bonus promotion, Small Business Essentials promotion, Exclusively 40 Promotion, Exclusively 50 Promotion, or Bundle Trio Month Reward Promotion are not eligible to participate in this program, unless otherwise stated.	(C)
		--AT&T 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 the AT&T Local Trio Month Reward Promotion.	
		--Applicable taxes and fees will be based on the full tariff price of the all products and services, and no taxes or fees will be added to the amount of any reward under this program.	

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	AT&T Local Trio Reward Promotion	The AT&T Local Trio Month Reward Promotion is available to new AT&T business line subscribers who bring a minimum of one (1) business access line to AT&T from another local provider. The promotion provides a bill credit equal to the Subscriber's monthly local service Complete Choice for Business package for three (3) billing periods. The bill credit will appear in months 12, 24 and 36 of the Subscriber's bill period from the beginning of the participation in the promotion. The Subscriber must purchase a Complete Choice for Business package and sign an eligible local service agreement at a 36 month term length.	01/01/2011 (C) to 12/31/2011
<p>Rules and Regulations</p> <p>--The benefits will appear as a credit in the Rewards and Discounts section of the AT&T Local portion of the Subscriber's bill.</p> <p>--Participation in the Program begins on the date the Subscriber commits to the Program and AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending upon 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 service order.</p> <p>--In the event that a Subscriber terminates the Program prior to a monthly bill credit bill period, the Subscriber will not receive the monthly bill credit nor any future monthly bill credits, if applicable.</p> <p>--Subscriber must sign one of the following local service agreements and agree to the 36 month term option: Complete Choice for Business Term Plan agreement or the Simple Savings Promotion agreement.</p> <p>--Subscriber must maintain a CCB package for a 36 month period in order to receive all three (3) bill credits.</p> <p>--Subscribers may participate concurrently in one or all of the following promotions: Welcoming Rewards Promotion.</p> <p>--Subscribers participating in any <i>Product Level or Volume & Term CSA</i>, Key Customer promotion, Complete Choice for Business Elite promotion, Simply 30 promotion, 3 for 3 promotion, Bundle Incentive promotion, Core Additional Line promotion, Encore Bonus promotion, Small Business Essentials promotion, Exclusively 40 Promotion, Exclusively 50 Promotion, or Bundle Trio Month Reward Promotion are not eligible to participate in this program, unless otherwise stated.</p> <p>--AT&T 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 the AT&T Local Trio Month Reward Promotion.</p> <p>--Applicable taxes and fees will be based on the full tariff price of the all products and services, and no taxes or fees will be added to the amount of any reward under this program.</p>			