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April 28, 2011

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 - Ninth Revised Page 35.6.91

The purpose of this filing is to modify the end date for the AT&T Exclusively 40 Promotion. This Special Promotion will end on August 31, 2011. All other elements of this promotion remain unchanged.

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 Exclusively 40 Promotion**

#### **OVERVIEW OF PROMOTION**

The Company plans to change the end date for the AT&T Exclusively 40 Promotion. The new end date for this special promotion will be August 31, 2011. The current end date is April 30, 2011. All other elements of this promotion will remain unchanged.

#### **PROMOTION MODIFICATION**

This promotion is modified to change the offer end date to August 31, 2011.

BELLSOUTH

Page ~~35.6.91~~

TELECOMMUNICATIONS, INC.

~~35.6.91~~

FLORIDA

ISSUED: April 28, 2011 ~~ISSUED: December 30, 2010~~

BY: Marshall M. Criser III, President -FL

Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF ~~Eighth Revised~~ Ninth Revised Page 35.6.91~~Cancels Seventh Revised Page~~ Cancels Eighth Revised Page 35.6.91~~EFFECTIVE: January 1, 2011~~ EFFECTIVE: April 29, 2011**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 Exclusively 40 (E40) Promotion	The AT&T Exclusively 40 (E40) Promotion is available to new or existing AT&T business line customers in specified wire centers in AT&T Florida. The AT&T Exclusively 40 program provides 40% in monthly rewards based upon the Subscriber's bill for Complete Choice for Business package charges, for the AT&T Long Distance Service Business Unlimited Plan or AT&T Flex Unlimited LD Plan charges, and for FastAccess Business DSL 1.5M speed or higher. The Subscriber must sign a 12-month, 24-month or 36-month Exclusively 40 Multi-Service Term Agreement (the "Agreement").	01/01/2010 (C) to <del>04/30/2011</del> <u>08/31/2011</u>

**Rules and Regulations**

--Available to new or existing AT&T business customers who subscribe to a Complete Choice for Business package, an AT&T Long Distance Service Business Unlimited Plan or AT&T Flex Unlimited LD Plan, and FastAccess Business DSL 1.5M speed or higher ("FastAccess").

--Subscriber must purchase or have a Complete Choice for Business package, from a minimum of one (1) line to a maximum of eight (8) lines at the time of subscribing to the AT&T Exclusively 40 promotion.

--Subscriber must sign a 12-month, 24-month or 36-month Program Agreement associated with this offer to receive the rewards.

--Subscriber must be located in eligible wire centers in the state of Florida.

--Rewards: a 40% reward based upon Subscriber's monthly AT&T charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, a 40% reward based upon Subscriber's monthly recurring charges only for the long distance Business Unlimited Plan or AT&T Flex Unlimited LD Plan; and a 40% reward based upon Subscriber's non-regulated monthly recurring charge (only) for FastAccess DSL 1.5M speed or higher.

--The rewards will appear as a credit in the Rewards and Discounts section of the AT&T Regulated Local and Local Toll Charges portion of the Subscriber's bill in the state of Florida and the Other Charges and Credits (OC&C) section of the Long Distance portion of the Subscriber's bill; and the AT&T Customized Billing Plan section of the AT&T Internet Services section of the Subscriber's bill. The reward will appear in either the current or a subsequent billing period, usually within one or two billing cycles.

--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.

--For the Business Unlimited Plan or AT&T Flex Unlimited LD Plan, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.

--For Business Unlimited Plan or AT&T Flex Unlimited LD Plan, international usage is not rewarded under the 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)

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