

BellSouth Telecommunications, Inc.
Suite 400
150 South Monroe Street
Tallahassee, FL 32301-1556

marshall.criser@bellsouth.com

Marshall M. Criser III
Vice President
Regulatory & External Affairs

850 224 7798
Fax 850 224 5073

July 16, 2004

Beth Salak, Director
Competitive Markets and Enforcement
Attn: Tariff Section
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Enclosed is a package filing for Movers Gift Card Offer.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.10

The issue and effective dates for this tariff package are July 16, 2004 and August 1, 2004, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,



Regulatory Vice President

Attachments

Promotion Description

Movers Gift Card Offer

Proposed Promotion

BellSouth Movers Trial Offer promotion begins August 1, 2004 and ends December 31, 2004. This trial offer targets consumers identified as having a high propensity to move with a \$25 Target® Gift Card when an N or T order is placed via an 800 number.

Promotion Specifics

1. Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card.
2. Gift cards will be distributed based on coupon fulfillment.

Restrictions/Eligibility Requirements

1. Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.
2. Customer must place their order by calling the designated 800 number.
3. Customer must place an N or T order with BellSouth.
4. Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.
5. BellSouth reserves the right to modify this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
6. BellSouth reserves the right to terminate this promotion at any time.

Tariff Filing Package Number: FL 2004-049

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the Tariff are owned by
BellSouth Intellectual Property Corporation
Target is a registered trademark of Dayton Hudson Brands, Inc.

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	Charges Waived	Period Authority
BellSouth's Service Territory – From Central Office where services are available	Movers Gift Card Offer	Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card. Gift cards will be distributed based on coupon fulfillment.	08/01/04 to 12/31/04 (N)
		Rules And Regulations	(N)
		--Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.	(N)
		--Customer must place their order by calling the designated 800 number.	(N)
		--Customer must place an N or T order with BellSouth.	(N)
		--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)

ISSUED: July 16, 2004

EFFECTIVE: August 1, 2004

BY: Joseph P. Lacher, 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Charges Waived</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory From Central Office where services are available</u>	<u>Movers Gift Card Offer</u>	<u>Customers identified as having a high propensity to move may receive a bill insert or direct mail advising them to call a designated 800 number to place their N or T order with BellSouth to be eligible to receive a \$25 Target® Gift Card. Gift cards will be distributed based on coupon fulfillment.</u>	<u>08/1/04 to 12/31/04</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>--Customer must place a valid BellSouth phone number on their redeemed coupon to receive a twenty-five dollar (\$25.00) Gift Card.</u>	(N)
		<u>--Customer must place their order by calling the designated 800 number.</u>	(N)
		<u>--Customer must place an N or T order with BellSouth.</u>	(N)
		<u>--Out-of-region customers must purchase BellSouth service within the BellSouth region to receive the gift card.</u>	(N)
		<u>--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</u>	(N)