

**BellSouth Telecommunications, Inc.**  
**Regulatory & External Affairs**  
150 South Monroe Street  
400  
Tallahassee, FL 32301-1556

marshall.criser@bellsouth.com

**Marshall M. Criser III**  
Vice President  
Regulatory & External Affairs

850 224 7798  
Fax 850 224 5073

October 15, 2004

Ms. Beth Salak  
Director of Competitive Markets and Enforcement  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Attached for filing with the Commission are the following pages of BellSouth's General Subscriber Services Tariff:

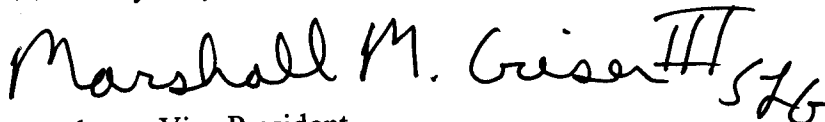
**General Subscriber Services Tariff**

Section A2.10 - Original Page 35.5.13  
Original Page 35.5.14

The purpose of this filing is to file the Unlimited Reacquisition Bundle Offer special promotion. The promotion is scheduled to begin 10/30/04 and end 10/25/05.

Approval by the Commission will be appreciated. Thank you for your assistance in this matter.

Yours very truly,

  
Regulatory Vice President

## PROMOTION DESCRIPTION

# Unlimited Reacquisition Bundle Offer

### Proposed Promotion

The Unlimited Reacquisition Bundle Offer began October 30, 2003 and was scheduled to end October 25, 2004. The Company will extend the end date of this promotion until October 25, 2005. Services included in this promotion are:

- BellSouth® Complete Choice® service
- BellSouth® Long Distance Unlimited service
- BellSouth® Voice Mail Premium service

### Promotion Specifics

Any qualifying residential customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth Complete Choice service in the amount of \$5.00 and a discount on their BellSouth Voice Mail Premium service to totally offset the monthly rate of the service. Pricing for the bundle is \$49.99.

### Restrictions/Eligibility Requirements

1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
2. Customer must have been disconnected from BellSouth for no fewer than 10 days.
3. Customer must have local service or equivalent with another provider at the same local service address on one or more of their existing lines.
4. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth representative can offer the customer the promotion and place the order at the new address.
5. The customer must switch their local service to BellSouth and purchase the following:
  - BellSouth Complete Choice service
  - BellSouth Unlimited Long Distance plan
6. The customer must place the order on or after 11/1/2003.
7. The customer must place the order on or before 10/25/2005.
8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels.
9. BellSouth reserves the right to discontinue this promotion at any time without customer notice.

10. Customer must have the eligible services on their new service order (N) in order to receive promotional offer.
11. Customers have the option not to take the voice mail service.
12. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
13. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent [same as above] telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
14. This promotion is also available to current BellSouth customers who call into a BellSouth residential business office and request this specific offer.
15. BellSouth employees are not eligible for this promotion.
16. Customers who have received a cash back reward from BellSouth in the last 12 months from the time they attempt to redeem the cash back coupon are not eligible for this offer.
17. Offer only available in markets where BellSouth® Complete Choice® service is available.



BELLSOUTH  
 TELECOMMUNICATIONS, INC.  
 FLORIDA  
 ISSUED: ~~October 15~~ January 16, 2004  
 BY: Joseph P. Lacher, President -FL  
 Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

~~Second First Revised~~ Page 35.5.14  
 Cancels ~~First Revised Original~~ Page 35.5.14

EFFECTIVE: ~~October 30~~ February 2, 2004

**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 (Cont'd)	Unlimited Reacquisition Bundle (Cont'd)	--This offer may be extended to customers who call into a BellSouth residential business office and request this specific office through a BellSouth business offer.	10/30/03 to 10/25/04
	--The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	--Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.	<u>and</u> <u>10/30/04</u> <u>to</u> <u>10/25/05</u>
	--This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.		
	--Customers who have received a cash back reward from BellSouth in the last twelve (12) months from the time they attempt to redeem the cash back coupon are not eligible for this offer.		
	--A customer cannot qualify for this offer more than once.		
	--This offer may not be combined with reacquisition cash back offers.		

## 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	Unlimited Reacquisition Bundle	--Any qualifying residential customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth Complete Choice service monthly recurring charge in the amount of \$5.00, and a discount on their BellSouth Voice Mail Premium service monthly recurring charge in the amount of \$3.95. Pricing for the bundle is \$49.99.	10/30/03 to 10/25/04 <i>and</i> 10/30/04 to 10/25/05	(C)
-- From Central Office where services are available (Cont'd)	--Residential customers who are returning to BellSouth and who subscribe to BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service are eligible for this promotion.	--Customer must either not currently have service with BellSouth or not have service with BellSouth on one or more of their existing lines.		(T)
	--Customer must have been disconnected from BellSouth for no fewer than ten (10) days.	--The customer must place the order on or after October 30, 2003.		
	--Customer must have local service or equivalent with another provider at the same local service address on one or more of their existing lines.	--The customer must place the order on or before October 25, 2005.		(C)
	--Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. Customers will not be required to sign a contract or make any term commitment in order to be eligible for this promotion.	--Customer must have the eligible services on their new service order (N) in order to receive promotional offer.		
	--The customer must switch their local service to BellSouth and purchase BellSouth Complete Choice service.	-- Customers have the option to take the BellSouth® Voice Mail Premium service.		
		--BellSouth employees are not eligible for this promotion.		(T)
		--Offer only available in markets where BellSouth Complete Choice service is available.		(T)

## 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	(C)
BellSouth's Service Territory -- From Central Office where services are available (Cont'd)	Unlimited Reacquisition Bundle (Cont'd)  --The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.  --Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.  --This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.  --Customers who have received a cash back reward from BellSouth in the last twelve (12) months from the time they attempt to redeem the cash back coupon are not eligible for this offer.  --A customer cannot qualify for this offer more than once.  --This offer may not be combined with reacquisition cash back offers.	--This offer may be extended to customers who call into a BellSouth residential business office and request this specific offer.	10/30/03 to 10/25/04 <i>and</i> 10/30/04 to 10/25/05	