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**BellSouth Telecommunications, Inc.**  
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**Jerry D. Hendrix**  
Vice President  
Regulatory & External Affairs

Phone: (850) 577-5550  
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August 31, 2005

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, enclosed is a filing package for BellSouth Movers Gift Card Offer.

General Subscriber Service Tariff

Section A2

- Original Page 35.6.39

The issue and effective dates for this tariff package are August 31, 2005 and September 15, 2005, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President

Attachments

**PROMOTION DESCRIPTION**  
**BellSouth Movers Gift Card Offer**

**PROMOTION OVERVIEW**

Consumers identified as having a high propensity to move will receive a direct mail piece advising them that by calling a designated 800 number or a specific URL to place their N or T order with BellSouth they will be eligible to receive a twenty-five dollar (\$25.00) gift card for orders placed via the 800 number or a thirty-five dollar (\$35.00) gift card for orders placed online at the specified URL. This promotion begins September 15, 2005 and ends December 31, 2005.

**PROMOTION SPECIFICS:**

1. The high propensity to move customer who places an order via the 800 number or online at [www.bellsouth.com/movewithus](http://www.bellsouth.com/movewithus) will qualify for a promotional twenty-five dollar (\$25.00) gift card for 800 number orders or thirty-five dollar (\$35.00) gift card for online orders.
2. No specific product mix is required.
3. Addresses where a D order with BellSouth has been placed without a T order or N order will receive a direct mail piece addressed to a neighbor advising that, by calling a designated 800 number to place their N or T order with BellSouth, they will be eligible to receive a twenty-five dollar (\$25.00) gift card.
4. Gift cards will be distributed based upon coupon fulfillment.

**PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:**

1. Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.
2. Customer must place their order by calling the designated 800 number or via online at [www.bellsouth.com/movewithus](http://www.bellsouth.com/movewithus).
3. Customer must place an N or T order with BellSouth.
4. BellSouth reserves the right to discontinue this promotion at any time without notice
5. Targeted out of region customers must purchase BellSouth service within the BellSouth region to receive the gift card.

**Tariff Filing Package Number: FL 2005-203**

ISSUED: August 31, 2005  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 15, 2005

## 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
BellSouth's Service Territory – From Central Office where services are available	BellSouth Movers Gift Card	Consumers identified as having a high propensity to move will receive a direct mail piece advising them that by calling a designated 800 number or a specific URL to place their N or T order with BellSouth they will be eligible to receive a twenty-five dollar (\$25.00) gift card for orders placed via the 800 number or a thirty-five dollar (\$35.00) gift card for orders placed online at the specified URL	9/15/2005 to 12/31/2005 (N)
		Rules and Regulations	(N)
		--No specific product mix is required.	(N)
		--Addresses where a D order with BellSouth has been placed without a T order or N order will receive a direct mail piece addressed to a neighbor advising that, by calling a designated 800 number to place their N or T order with BellSouth, they will be eligible to receive a twenty-five dollar (\$25.00) gift card.	(N)
		--Gift cards will be distributed based upon coupon fulfillment.	(N)
		--Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.	(N)
		--Customer must place their order by calling the designated 800 number or via online at <a href="http://www.bellsouth.com/movewithus">www.bellsouth.com/movewithus</a> .	(N)
		--Customer must place an N or T order with BellSouth.	(N)
		--BellSouth reserves the right to discontinue this promotion at any time without notice	(N)
		--Targeted out of region customers must purchase BellSouth service within the BellSouth region to receive the gift card.	(N)

ISSUED: August 31, 2005

EFFECTIVE: September 15, 2005

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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Movers Gift Card</u>	<u>Consumers identified as having a high propensity to move will receive a direct mail piece advising them that by calling a designated 800 number or a specific URL to place their N or T order with BellSouth they will be eligible to receive a twenty-five dollar (\$25.00) gift card for orders placed via the 800 number or a thirty-five dollar (\$35.00) gift card for orders placed online at the specified URL.</u>	<u>9/15/2005 to 12/31/2005</u> (N)
		<u>Rules and Regulations</u>	(N)
		<u>--No specific product mix is required.</u>	(N)
		<u>--Addresses where a D order with BellSouth has been placed without a T order or N order will receive a direct mail piece addressed to a neighbor advising that, by calling a designated 800 number to place their N or T order with BellSouth, they will be eligible to receive a twenty-five dollar (\$25.00) gift card.</u>	(N)
		<u>--Gift cards will be distributed based upon coupon fulfillment.</u>	(N)
		<u>--Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.</u>	(N)
		<u>--Customer must place their order by calling the designated 800 number or via online at www.bellsouth.com/movewithus.</u>	(N)
		<u>--Customer must place an N or T order with BellSouth.</u>	(N)
		<u>--BellSouth reserves the right to discontinue this promotion at any time without notice</u>	(N)
		<u>--Targeted out of region customers must purchase BellSouth service within the BellSouth region to receive the gift card.</u>	(N)