

# **BELLSOUTH**

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**BellSouth Telecommunications, Inc.**

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**Jerry D. Hendrix**  
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May 1, 2006

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

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 letter regarding mixed bundles, BellSouth will offer its Closer Coupon For Bellsouth DIRECTV beginning May 2, 2006 through August 31, 2006.

Customers who order new DIRECTV service through the Consumer large team channel will receive a \$25 cash back coupon.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

## Program Description

### Closer Coupon For BellSouth DIRECTV® Sales

#### **OVERVIEW OF PROMOTION:**

In accordance with the special promotions section of the General Subscriber Services Tariff, Closer Coupon For BellSouth DIRECTV® Sales Promotion begins May 2, 2006 and ends August 31, 2006. This program is intended to increase Consumer large team DIRECTV® sales by providing a \$25 cash back coupon for use as a customer purchase incentive for customers who indicate a reluctance to purchase the service.

#### **PROMOTION SPECIFICS:**

1. This is a closer coupon program to boost new DIRECTV® sales by the Consumer large team channel.
2. There are no bundle or other requirements except that the customer must have a BellSouth landline account (either new or existing) in order for BellSouth to take DIRECTV® orders.

#### **PROMOTION RESTRICTIONS:**

1. Customers must order new DIRECTV® service via Consumer large team channel in order to receive the coupon.
2. Maximum of one (1) coupon per customer.
3. Any DIRECTV® equipment and programming package qualifies. There no restrictions regarding the minimum DIRECTV® order requirements.
4. Customer order must occur within the month the program is operational. Coupons cannot be saved for use afterward during subsequent months.
5. This offer can be combined with all other DIRECTV® and BellSouth product promotions.
6. Customers must be subscribers to BellSouth landline service and must have both BellSouth landline service and DIRECTV® service in place at the time of coupon redemption.
7. This offer is not available for resale.