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August 29, 2008

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 package to extend the Bundle Incentive promotion.

General Subscriber Service Tariff

Section A2 - 5th Revised Page 35.6.62

The issue and effective dates for this tariff package are August 29, 2008 and September 1, 2008, respectively.

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

### **2T08-Bundle Incentive Promotion**

#### **Overview**

The 2T08-Bundle Incentive Promotion promotion is scheduled to be extended beginning on 09/01/2008 and end on 12/31/2008. \*\* THIS OFFER IS RENEWING ONLY NO CHANGES \*\*

This promotion offers existing AT&T business line subscribers in AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T Kentucky, AT&T Louisiana, AT&T Mississippi, AT&T South Carolina, AT&T North Carolina, or AT&T Tennessee a bill credit reward based on the service(s) purchased. The amount of the bill reward that can be received will vary depending on the combination of services purchased. Existing Complete Choice® for Business ("CCB") subscribers can receive up to a maximum bill credit reward of two hundred (\$200.00) dollars for participation in this promotion. Existing 1FB subscribers can receive up to a maximum bill credit reward of three hundred fifty (\$350.00) dollars for participation in this promotion.

\*\*Bill credit rewards will apply in \$50 monthly installments per affiliate\*\*

Existing CCB customers who add:

1. New AT&T Business Unlimited or Unlimited Flex Long Distance Plan or new FastAccess® DSL service (excluding FastAccess DSL Lite)- Reward \$50 for 2 months (total = \$100)
2. New AT&T Business Unlimited or Unlimited Flex Plan plus new FastAccess DSL service (excluding FastAccess DSL Lite) – Reward \$100 for 2 months (\$50 monthly per affiliate: total = \$200)

Subscribers can receive a total of two hundred dollars (\$200.00) in bill credit rewards by subscribing to all named services.

Non CCB customers who add:

- Add New CCB - Reward \$50

Receive additional rewards when New CCB is bundled with one of the following 3 options

1. New 36-month local term or new AT&T Business Unlimited or Unlimited Flex Plan or new FastAccess DSL service (excluding FastAccess DSL Lite) - Reward \$50 for 2 months (total = \$100)
2. New 36-month local term, plus one of the following: new AT&T Business Unlimited or Unlimited Flex Plan or new FastAccess DSL service (excluding FastAccess DSL Lite) - Reward \$100 for 2 months (\$50 monthly per affiliate: total = \$200)
3. New 36-month local term agreement plus new AT&T Business Unlimited or Unlimited Flex Plan plus new FastAccess DSL service (excluding FastAccess DSL Lite)– Reward \$150 for 2 months (\$50 monthly per affiliate: total = \$300)

Subscribers can receive a total of three hundred fifty dollars (\$350.00) in bill credit rewards by subscribing to all named services.

	CCB	Opt 1	Opt 2	Opt 3
CCB Reward	\$50	\$50	\$50	\$50
Opt Reward		\$100	\$200	\$300
Total Reward	\$50	\$150	\$250	\$350

Subscribers can receive a total of five hundred dollars (\$350.00) in bill credit rewards by subscribing to all named services.

### **Promotion Specifics**

1. Available only to existing small business customers subscribing to local exchange service.
2. Subscribers must purchase a New CCB package in order to receive the minimum fifty-dollar (\$50.00) bill credit reward.
3. Bill credit reward is applicable at the account level NOT line level.
4. Subscribers must purchase all qualifying services in the given categories in order to receive the specified bill credit reward amounts.
5. If the subscriber purchases new FastAccess® DSL service as part of this promotion, all speeds will qualify for the promotion EXCEPT DSL Lite service. Existing DSL customers upgrading service or customers who are purchasing additional new FastAccess® DSL service are not eligible to receive the DSL specific reward amount. These customers are however, able to purchase other qualifying services to receive those specific bill rewards.
6. The only AT&T long distance plans that qualify for this promotion are the Business Unlimited Plan and the Unlimited Flex Plan. Other domestic and complex long distance plans do not qualify.
7. If the subscriber signs a new local service term agreement as part of this promotion, the length of the term must be 36 months. 12 and 24 month terms do not qualify.
8. Existing CCB subscribers who sign a new 36 month term agreement are not eligible to receive the term specific bill reward outlined in this promotion
9. Promotion is available in all nine states.
10. Upgrades from 1FB to CCB are eligible
11. Subscribers must purchase qualifying services at the same time on the initial order to receive the specified bill credit rewards.
12. The rewards will appear as a credit in the Rewards and Discounts section of the Local and Local Toll Charges portion of the Subscriber's bill in the states of Alabama, Kentucky, Mississippi, South Carolina and Tennessee; the Rewards and Discounts section of the Regulated Local and Local Toll Charges portion of the Subscriber's bill in the states of Florida, Georgia, Louisiana and North Carolina; the Other Charges and Credits (OC&C) section of the Long Distance, Inc. portion of the Subscriber's bill; and the Customized Billing Plan section of the 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. (Complete Choice® for Business; the Unlimited Calling Plan, and FastAccess® Business DSL service).
13. Subscribers who purchase new a CCB package as part of this promotion must keep the service a minimum of twelve (12) months or will be subject to pay back the bill reward received.
14. Subscribers who sign a new 36-month local term agreement as part of this promotion must keep the service a minimum of twelve (12) months or will be subject to pay back the bill reward received; Term charges for the local term agreement will also apply if the 36 month term is not completed.
15. Subscribers who purchase new FastAccess DSL service (excluding FastAccess DSL Lite) as part of this promotion must keep the service a minimum of twelve (12) months or will be subject to pay back the bill reward received.
16. Subscribers who purchase a new AT&T Business Unlimited Long Distance or Unlimited Flex Long Distance plan as part of this promotion must keep the service a minimum of twelve (12) months or will be subject to pay back the bill reward received.
17. If the FastAccess® DSL service component service is not activated within 60 days of the service order completion date; THE SUBSCRIBER MUST REPAY THE REWARD PROVIDED FOR THE DSL SERVICE.
18. All speeds of FastAccess DSL service qualify for this promotion EXCEPT FastAccess DSL Lite service.
19. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.
20. FastAccess® DSL service non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under the Program

### **Promotion Restrictions/Eligibility Requirements**

- . New AT&T business subscribers are not eligible to participate in this promotion

- . Subscribers cannot qualify for this promotion more than once
- . Existing Non-CCB Subscribers can receive a maximum reward of three hundred fifty dollars (\$350) for subscribing to all named services
- . Existing CCB Subscribers can receive a maximum reward of two hundred dollars (\$200) for subscribing to all named services
- . The application date for orders must be between 9/1/08-12/31/08.
- . Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion
- . AT&T reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.
- . Out of region customers are not eligible to participate in this promotion

FLORIDA

ISSUED: August 29, 2008~~ISSUED: April 30, 2008~~  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 1, 2008~~EFFECTIVE: May 1, 2008~~

## 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 Office where services are available	Bundle Incentive Promotion	This promotion offers existing AT&T business line subscribers a bill credit reward based on the service(s) purchased. The amount of the bill reward that can be received will vary depending on the combination of services purchased. Existing Complete Choice for Business (“CCB”) subscribers can receive up to a maximum bill credit reward of \$300 dollars for participation in this promotion. Existing 1FB subscribers can receive up to a maximum bill credit reward of \$350 dollars for participation in this promotion. Bill credit rewards will apply in \$50.00 monthly installments per affiliate.	7/2/2007 to 8/12/31/2008 (C)

#### Rules and Regulations

--Existing CCB customers who add:

- New 36-month local term or new AT&T Business Unlimited Plan or Unlimited Flex Plan or new FastAccess DSL service (excluding FastAccess DSL Lite) - Reward \$50 for 2 months (total = \$100) (€)
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--Subscribers can receive a total of \$300.00 in bill credit rewards by subscribing to all named services.

--New 1FB customers who add a New CCB - Reward \$50.00.

--Receive additional rewards when New CCB is bundled with one of the following 3 options:

	CCB	Option 1	Option 2	Option 3
CCB Reward	\$ 50	\$ 50	\$ 50	\$ 50
Opt Reward		\$ 100	\$ 200	\$ 300
Total Reward	\$ 50	\$ 150	\$ 250	\$ 350

--Subscribers can receive a total of five hundred dollars (\$350.00) in bill credit rewards by subscribing to local exchange service.

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