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September 30, 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, we are filing revisions to our General Subscriber Service Tariff. Attached for filing with the Commission are the following tariff pages:

General Subscriber Service Tariff

Section A2 - Third Revised Page 32.1

These revisions allow the use of any gift card or the \$100 Cash Back Offer. Attachment A contains an Executive Summary of the program.

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

Yours very truly,

Regulatory Vice President

Attachments

## **Promotion Description**

# **\$100 Cash Back or Gift Card Offer**

### **Overview**

The \$100 Cash Back or Gift Card Offer promotion began on March 24, 2005, and is scheduled to end on December 31, 2005. The promotion was originally limited to \$100 cash back or a \$100 Visa® gift card and is being broadened to allow any gift card. Services included in this promotion are:

- BellSouth® Complete Choice® plan (single or multiple lines)
- BellSouth® Area Plus® with Complete Choice® plan (single or multiple lines)
- BellSouth® PreferredPack® plan

### **Promotion Specifics**

Customers returning to BellSouth and purchasing a qualifying local service product will be eligible to receive either \$100 cash back or a \$100 gift card.

### **Restrictions/Eligibility Requirements**

- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
- Customer must request the qualifying service at the same address and in the same name as the existing service, 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, BellSouth can offer the customer the promotion and place the order at the new address.
- Customer must have not had local service with BellSouth for at least ten (10) days prior to the new service connection date to be eligible.
- Customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.
- Customer must place the order on or before December 31, 2005.
- Offer valid for only one (1) service line per local service address.
- Customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channel.
- Customer must complete and mail a rebate coupon to a specified address by the date specified on the coupon in order to receive either the \$100 cash back or gift card.
- After customer completes the above requirements, he/she will receive either the \$100 cash back or gift card. If customer cancels or discontinues the qualifying service prior to fulfillment, he/she will be ineligible for the cash back or gift card offer.
- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- Customer must have the eligible services on their new service (N) order to receive the promotional offer.
- Customer may not receive both the \$100 cash back and the \$100 gift card. If customer does not specify which reward he/she prefers, customer will receive the \$100 cash back.
- Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.

## 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	\$100 Cash Back or Gift Card Offer	Customers returning to BellSouth and purchasing a Complete Choice family plan or PreferredPack plan will be eligible to receive \$100 cash back or a \$100 gift card.  Restrictions and Eligibility Criteria:  -- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.  -- Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.  -- 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.  -- Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible.  -- The customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.  -- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.  -- Offer valid for only one (1) service line at the intended local service address.  -- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.  -- The customer must place the order on or before 12/31/05.  -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel.  -- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back or gift card.  -- Once the customer completes the above requirements they will receive the \$100 cash back or gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for this offer.	3/24/05 to 12/31/05	(C)

## 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	\$100 Cash Back or Gift Card Offer	Customers returning to BellSouth and purchasing a Complete Choice family plan or PreferredPack plan will be eligible to receive \$100 cash back or a \$100 Visa® gift card.  Restrictions and Eligibility Criteria:  -- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.  -- Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.  -- 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.  -- Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible.  -- The customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.  -- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.  -- Offer valid for only one (1) service line at the intended local service address.  -- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.  -- The customer must place the order on or before 12/31/05.  -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel.  -- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back or gift card.  -- Once the customer completes the above requirements they will receive the \$100 cash back or gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for this offer.	3/24/05 to 12/31/05

Material appearing on this page previously appeared on page(s) 32.2 of this section.

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