

---

---

## BELLSOUTH

BellSouth Telecommunications, Inc.  
150 South Monroe Street  
Suite 400  
Tallahassee, Florida 32301

[jerry.hendrix@bellsouth.com](mailto:jerry.hendrix@bellsouth.com)

Jerry D. Hendrix  
Vice President  
Regulatory & External Affairs

Phone: (850) 577-5550  
Fax (850) 224-5073

December 29, 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 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, the \$100 Cash Back, Visa Card, or Target Card offer promotion is scheduled to begin on 01/1/2007 and end on 2/27/2007.

### **Overview**

Competitive Acquisition customers who are with another local service provider or are wireless subtitutors will have a choice of a \$100 Target gift card, VISA card, or cash back when selecting BellSouth local service and purchasing BellSouth Complete Choice family plan or BellSouth PreferredPack plan.

### **Promotion Specifics**

Competitive Acquisition customers who are with another local service provider or are wireless subtitutors who purchase Complete Choice or BellSouth Preferred Pack will be eligible to chose between one of the following: \$100 Target gift card, \$100 Visa Card, or \$100 Cash Back. Upon receipt of the redemption coupon the customer will indicate which reward they prefer.

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

1. Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address with in the BellSouth territory.
2. The customer must select BellSouth as their local service provider.
3. 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 within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion & place the order at the new address.
4. This offer is not valid for out of region customers who are new to BellSouth.

- 
- 
5. This offer is not available to existing BellSouth customers.
  6. Customer must not have had local service with BellSouth at least 10 days prior to the new service connection date.
  7. BellSouth employees are not eligible for this offer.
  8. Offer valid for only one (1) service line at the intended local service
  9. Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, 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.
  10. Customers may combine this offer with the service connection fee waiver promotion.
  11. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
  12. The customer must place the order on or before 2/27/2007.
  13. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
  14. The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
  15. Customer is eligible for one (1) Competitive Acquisition cash back promotion per twelve (12) months.
  16. 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 Reward (Cash Back, Visa Card or Target Card).
  17. The customer must select his reward choice (Cash Back, Visa Card or Target Card) on his redemption coupon. In the event the customer does not select a reward, or selects multiple rewards, the customer will receive the \$100 Cash Back reward.
  18. If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.
  19. The customer must purchase one (1) of the following:
    - a. BellSouth Complete Choice plan
    - b. BellSouth Complete Choice Two-Line Plan package
    - c. BellSouth Complete Choice Three-Line Plan package
    - d. Area Plus with BellSouth Complete Choice plan
    - e. Area Plus Two-Line Plan package with BellSouth Complete Choice
    - f. Area Plus Three-Line Plan package with BellSouth Complete Choice
    - g. BellSouth PreferredPack Plan
    - h BellSouth PreferredPack Plan for Voicemail.
  20. This offer is not available for resale.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)