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

Dear Ms. Salak:

Pursuant to AT&T Florida's March 10, 2006 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, the Saves \$25 Reward that began 5/1/07 and is scheduled to end 6/30/07 is extended to 9/30/07.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments



Promotion Description
Saves \$25 Reward
#1443

Overview

The Saves \$25 Reward promotion that began 5/1/07 and is scheduled to end 6/30/07 is extended to 9/30/07. A \$25 Saves Closer Coupon would be available to existing residential customers who contact BellSouth to disconnect service in attempt as an incentive to prevent the customer from disconnecting their local service. Customer must retain 2-Pack or Preferred Pack feature package.

Promotion Specifics

Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.

Promotion Restrictions/Eligibility Requirements

1. Customer must retain 2 Pack or Preferred Pack feature package plan.
2. Customer must redeem within the specified time frame at www.att.com.bellsouthrewards.
3. Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.
4. Offer valid from 7/1/2007 through 9/30/2007.
5. Offer valid in 9 states within the BellSouth footprint.
6. Offer may be combined with cash back offers or other promotional offers on the same services, as 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.
7. If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.
8. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
9. Offer valid for only one (1) service line at the intended local service address.
10. Offer available only to customers calling in to disconnect their local service.
11. Customer must redeem at www.att.com/bellsouthreward.
12. Service must be active on customer's account at time of redemption.
13. Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.