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September 28, 2007

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 filing for Saves \$50 promotion.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.79

The issue and effective dates for this tariff package are September 28, 2007 and October 1, 2007, 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**

### **Saves \$50 Reward 1416X**

#### **Overview**

The Saves \$50 Reward promotion is extended to 10/31/2007. A \$50 Saves Closer Coupon would be available for SAs to use when existing residential customers contact BellSouth to disconnect service in attempt to prevent the customer from disconnecting their local service. Customer must retain Complete Choice or Area Plus with Complete Choice feature package.

#### **Promotion Specifics**

Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$50 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a Complete Choice or Area Plus with Complete Choice feature package.

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

1. Customer must retain Complete Choice or Area Plus with Complete Choice feature package plan.
2. Customer must redeem within the specified time frame at [www.att.com.bellsouthrewards](http://www.att.com.bellsouthrewards)
3. Customer must be a CC or APCC package subscriber upon redemption in order to receive reward.
4. Offer valid through 10/31/2007.
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 much 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.
11. Offer available only to customers calling in to disconnect their local service.
12. Customer must redeem at [www.att.com/bellsouthreward](http://www.att.com/bellsouthreward)
13. Service must be active on customer's account at time of redemption.
14. Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.

ISSUED: September 28, 2007

EFFECTIVE: October 1, 2007

BY: Marshall M. Criser III, President -FL  
 Miami, Florida

## 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
<u>AT&amp;T Florida Service Territory – From Central Office where services are available</u>	<u>Saves \$50 Reward</u>	<u>Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$50 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a Complete Choice or Area Plus with Complete Choice feature package.</u>	<u>10/1/2007 to 10/31/2007</u>
		<u>Rules and Regulations</u>	(N)
		<u>--Customer must retain Complete Choice or Area Plus with Complete Choice feature package plan.</u>	(N)
		<u>--Customer must be a CC or APCC package subscriber upon redemption in order to receive reward.</u>	(N)
		<u>--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.</u>	(N)
		<u>--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.</u>	(N)
		<u>--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</u>	(N)
		<u>--Offer valid for only one (1) service line at the intended local service address.</u>	(N)
		<u>--Offer available only to customers calling in to disconnect their local service.</u>	(N)
		<u>--Customer must redeem at <a href="http://www.att.com/bellsouthreward">www.att.com/bellsouthreward</a></u>	(N)
		<u>--Service must be active on customer's account at time of redemption.</u>	(N)
		<u>--Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.</u>	(N)

ISSUED: September 28, 2007  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: October 1, 2007

## 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	Saves \$50 Reward	Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$50 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a Complete Choice or Area Plus with Complete Choice feature package.	10/1/2007 to 10/31/2007 (N)
		Rules and Regulations	(N)
		--Customer must retain Complete Choice or Area Plus with Complete Choice feature package plan.	(N)
		--Customer must be a CC or APCC package subscriber upon redemption in order to receive reward.	(N)
		--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.	(N)
		--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		--Offer valid for only one (1) service line at the intended local service address.	(N)
		--Offer available only to customers calling in to disconnect their local service.	(N)
		--Customer must redeem at <a href="http://www.att.com/bellsouthreward">www.att.com/bellsouthreward</a>	(N)
		--Service must be active on customer's account at time of redemption.	(N)
		--Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.	(N)