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December 31, 2009

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, attached for filing with the Commission are the following pages of the General Subscriber Service Tariff:

General Subscriber Service Tariff

Section A2 - Fifth Revised Page 35.6.87

- Second Revised Page 35.6.87.1

The purpose of this filing is to provide for the Complete Choice for Business (CCB) Advantage Promotion. This Special Promotion will begin January 1, 2010 and end April 30, 2010.

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**

### **AT&T CCB Advantage Promotion**

#### **Overview**

The AT&T CCB Advantage Promotion is scheduled to begin on 1/1/2010 and end on 4/30/2010. This promotion ("Program") is an offering available to new or existing AT&T business line customers in specified wire centers in AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T North Carolina or AT&T Tennessee. The AT&T® Complete Choice® for Business Advantage program provides 30% in monthly rewards based upon the Subscriber's bill for Complete Choice® for Business package charges and for the AT&T Long Distance Service Business Unlimited Plan charges, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex. The Subscriber must sign a 24-month Complete Choice® for Business Advantage Multi-Service Term Agreement (the "Agreement").

#### **Promotion Specifics**

This promotion ("Program") is an offering available to new or existing AT&T business line customers in specified wire centers in AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T North Carolina or AT&T Tennessee. The AT&T® Complete Choice® for Business Advantage program provides 30% in monthly rewards based upon the Subscriber's bill for Complete Choice® for Business package charges and for the AT&T Long Distance Service Business Unlimited Plan charges, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex. The Subscriber must sign a 24-month Complete Choice® for Business Advantage Multi-Service Term Agreement (the "Agreement").

#### **Program Eligibility**

- Available to new or existing AT&T business customers who subscribe to a Complete Choice® for Business package and an AT&T Long Distance Service Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex.
- Subscriber must sign the 24-month Program Agreement associated with this offer to receive the rewards.
- Subscriber must be located in a specified wire center  
Alabama: Birmingham  
Florida: Jacksonville, Miami/Ft. Lauderdale,  
Georgia: Atlanta  
North Carolina: Raleigh and Charlotte  
Tennessee: Nashville, Memphis, Knoxville

#### **Promotion Elements**

- Rewards: a 30% reward based upon Subscriber's monthly AT&T charges for the Complete Choice® for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; and a 30% reward based upon Subscriber's monthly recurring charges only for the long distance Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex, if applicable.

#### **Component Service: Monthly Reward**

Complete Choice® for Business Package: 30%

Business Unlimited Plan monthly recurring charge Preferred Rate, Preferred Rate Plus and Unlimited Flex, and Business Easy Toll Free service monthly recurring charge (if applicable): 30%

- The rewards will appear as a credit in the Rewards and Discounts section of the AT&T local and local toll charges portion of the Subscriber's bill in the states of Florida, North Carolina and Tennessee; the Rewards and Discounts section of the AT&T Regulated Local and Local Toll Charges portion of the Subscriber's bill in the state of Georgia; and the Other Charges and

Credits (OC&C) section of the Long Distance portion 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.

- In addition to the rewards, Subscribers who participate in the Program will not be billed for line connection charges associated with the service order for the duration of the term. This will include the Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller where there is no line connection charge, they will not be billed for any change of service charges.

- For the Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, and the Business Easy Toll Free service, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.

- For Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, international usage are not rewarded under the Program.

- For Business Easy Toll Free service, local and international usage are not rewarded under the Program.

- Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&T accepts by completing Subscriber's service order (unless voided by AT&T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&T completes the Subscriber's service order.

- In the event that a Subscriber terminates the Program or any one component service (the Complete Choice® for Business or the Business Unlimited Plan) prior to the expiration date of the Agreement, then the Agreement will cancel, and the Subscriber agrees to pay the respective termination charges associated with the service to AT&T as provided below based upon the number of months remaining on the term for the particular component. Termination charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&C section(s). Payment of this charge does not release the Subscriber from other previous amounts owed to AT&T.

(Total) Set charge to be multiplied by number of months remaining on term: \$24

Complete Choice® for Business Package: \$20

Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex: \$4

- Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

#### Promotion Restrictions

- This Program can be used concurrently with the Welcoming Rewards promotion, the Encore Bonus promotion, the Bundle Incentive promotion, the Shoppers Reward promotion or the It's Your Number promotion.

- Except as provided below, Subscribers participating in a Product Level or Volume and Term CSA, any Key Customer promotion, Simple Savings promotion, Complete Choice® for Business promotion, Renewal Incentive promotion, Additional Line promotion or Business Unlimited MRC Waiver are NOT eligible to participate in this program, unless otherwise stated.

- However, Subscribers currently participating under an existing Small Business Promotion local exchange term agreement may migrate to this promotion without incurring any termination liability from the existing program if the Subscriber has twelve (12) months or less remaining under the existing term agreement for local exchange services with BellSouth, and the Subscriber agrees to the AT&T Complete Choice® for Business Advantage 24-month term agreement that provides for an equal or greater number of business access lines than their existing local exchange term agreement. The new local exchange service term agreement will be based upon monthly business access line rates in effect at the time the new local exchange service term agreement is effective.

- Rewards apply only to the Complete Choice® for Business package total billed monthly charges and the Business Unlimited plan monthly recurring charges within a state, not across states, as provided under the Program.

- No spending with respect to any one component service shall be eligible for the benefits associated with any other component service.

- AT&T reserves the right to terminate this Program at any time; provided, however, that Subscribers participating in the Program will continue to receive this promotion for the remaining term of their CCB Advantage Multi-Service Term Agreement.
- In tariffed states, the Agreement is subject to and controlled by the provisions of BellSouth's lawfully filed tariffs and this Agreement, including any changes therein as may be made from time to time; in detariffed or deregulated states, this Program and the Agreement is controlled by the terms set forth in the Agreement.
- Subscriber and AT&T acknowledge and agree that to the extent the services to which Subscriber subscribes under this Agreement are deregulated or detariffed, all references to "BellSouth's General Subscriber Services Tariff," "BellSouth tariffs," "BellSouth's lawfully filed tariffs," or any other references to BellSouth's tariffs on file with the appropriate regulatory authority shall be deemed references to agreed contract terms and conditions identical to those set forth in the applicable tariff for services subscribed by Subscriber as such tariffs existed as of the effective date of deregulation or detariffing. Such tariffed term and conditions are incorporated by reference as if fully included herein.

FLORIDA

ISSUED: December 31, 2009 ~~ISSUED: October 30, 2009~~

EFFECTIVE: January 1, 2010 ~~EFFECTIVE: November 2, 2009~~

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
AT&T Florida Service Territory – From Central Offices where services are available	AT&T CCB Advantage Promotion	AT&T Complete Choice for Business Advantage program provides 30% in monthly rewards based upon the Subscriber's bill for Complete Choice® for Business package charges and for the AT&T Long Distance Service Business Unlimited Plan charges, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex. The Subscriber must sign a 24-month Complete Choice for Business Advantage Multi-Service Term Agreement (the "Agreement").	<del>5/1/2008</del> (C) <u>01/01/2010</u> to <del>12/31/2009</del> <u>04/30/2010</u>

#### Rules and Regulations

--Available to new or existing AT&T business customers who subscribe to a Complete Choice for Business package and an AT&T Long Distance Service Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex.

--Subscriber must sign the 24-month Program Agreement associated with this offer to receive the rewards. (E)

--Subscriber must be located in a specified wire center Florida: Jacksonville, Miami/Ft. Lauderdale.

--Rewards: a 30% reward based upon Subscriber's monthly AT&T charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; and a 30% reward based upon Subscriber's monthly recurring charges only for the long distance Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex, if applicable.

--Component Service: Monthly Reward

-Complete Choice for Business Package: 30%

-Business Unlimited Plan monthly recurring charge Preferred Rate, Preferred Rate Plus and Unlimited Flex, and Business --Easy Toll Free service monthly recurring charge (if applicable): 30%

--The rewards will appear as a credit in the Rewards and Discounts section of the AT&T local and local toll charges portion 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.

--In addition to the rewards, Subscribers who participate in the Program will not be billed for line connection charges associated with the service order for the duration of the term. This will include the Line Connection Charge (first and additional lines). For Subscribers coming from a Reseller where there is no line connection charge, they will not be billed for any change of service charges.

--For the Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, and the Business Easy Toll Free service, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.

--For Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, international usage is not rewarded under the Program.

## 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	AT&T CCB Advantage Promotion (Cont'd)	<p>Rules and Regulations (Cont'd)</p> <p>--For Business Easy Toll Free service, local and international usage are not rewarded under the Program.</p> <p>--Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&amp;T accepts by completing Subscriber's service order (unless voided by AT&amp;T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&amp;T completes the Subscriber's service order.</p> <p>--In the event that a Subscriber terminates the Program or any one component service (the Complete Choice for Business or the Business Unlimited Plan) prior to the expiration date of the Agreement, then the Agreement will cancel, and the Subscriber agrees to pay the respective termination charges associated with the service to AT&amp;T as provided below based upon the number of months remaining on the term for the particular component. Termination charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&amp;C section(s). Payment of this charge does not release the Subscriber from other previous amounts owed to AT&amp;T.</p> <p>-(Total) Set charge to be multiplied by number of months remaining on term: \$24                      -Complete Choice for Business Package: \$20                      -Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex: \$4</p> <p><del>(DELETED)–Unless the Subscriber notifies AT&amp;T in writing of its intent not to renew for another like term under the Program at least sixty (60) days prior to expiration, then upon expiration of the initial term, the Subscriber Agreement shall automatically renew for another 24-month term under the same rates, terms and conditions contained in this Agreement and as may otherwise be in effect at the time of such renewal. The renewal term shall be for another 24-month term. AT&amp;T will provide written and/or verbal reminders to the Subscriber of the Subscriber Agreement expiration date and the automatic renewal provision beginning approximately 180 days prior to its expiration depending upon the Subscriber's billing cycle. If the Subscriber does not renew the Subscriber Agreement for another term or at the expiration of the renewed term, the Subscriber agrees to pay full month to month charges under the then effective AT&amp;T applicable tariffs, as the case may be, for services.</del></p> <p>--Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.</p> <p>--This Program can be used concurrently with the Welcoming Rewards promotion, the Encore Bonus promotion, the Bundle Incentive promotion, the Shoppers Reward promotion or the It's Your Number promotion.</p> <p>--Except as provided below, Subscribers participating in any Key Customer promotion, Simple Savings promotion, Complete Choice for Business promotion, Renewal Incentive promotion, Additional Line promotion or Business Unlimited MRC Waiver are NOT eligible to participate in this program, unless otherwise stated.</p>	(ED)

## 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 Offices where services are available	AT&T CCB Advantage Promotion	AT&T Complete Choice for Business Advantage program provides 30% in monthly rewards based upon the Subscriber's bill for Complete Choice® for Business package charges and for the AT&T Long Distance Service Business Unlimited Plan charges, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex. The Subscriber must sign a 24-month Complete Choice for Business Advantage Multi-Service Term Agreement (the "Agreement").	01/01/2010 (C) to 04/30/2010

#### Rules and Regulations

--Available to new or existing AT&T business customers who subscribe to a Complete Choice for Business package and an AT&T Long Distance Service Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex.

--Subscriber must sign the 24-month Program Agreement associated with this offer to receive the rewards.

--Subscriber must be located in a specified wire center Florida: Jacksonville, Miami/Ft. Lauderdale.

--Rewards: a 30% reward based upon Subscriber's monthly AT&T charges for the Complete Choice for Business package(s) under the GSST A tariff or the Service Agreements, Service Descriptions and Price Lists in detariffed or deregulated jurisdictions, as the case may be; and a 30% reward based upon Subscriber's monthly recurring charges only for the long distance Business Unlimited Plan, Business Easy Toll Free service, Preferred Rate, Preferred Rate Plus and Unlimited Flex, if applicable.

--Component Service: Monthly Reward

-Complete Choice for Business Package: 30%

-Business Unlimited Plan monthly recurring charge Preferred Rate, Preferred Rate Plus and Unlimited Flex, and Business --Easy Toll Free service monthly recurring charge (if applicable): 30%

--The rewards will appear as a credit in the Rewards and Discounts section of the AT&T local and local toll charges portion 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.

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--For the Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, and the Business Easy Toll Free service, any additional feature non-recurring charges will continue to apply and are not rewarded or waived under the Program.

--For Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex, international usage is not rewarded under the Program.

## 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	AT&T CCB Advantage Promotion (Cont'd)	<p>Rules and Regulations (Cont'd)</p> <p>--For Business Easy Toll Free service, local and international usage are not rewarded under the Program.</p> <p>--Participation in the Program begins on the date the Subscriber commits to the Agreement and AT&amp;T accepts by completing Subscriber's service order (unless voided by AT&amp;T). Depending upon the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that AT&amp;T completes the Subscriber's service order.</p> <p>--In the event that a Subscriber terminates the Program or any one component service (the Complete Choice for Business or the Business Unlimited Plan) prior to the expiration date of the Agreement, then the Agreement will cancel, and the Subscriber agrees to pay the respective termination charges associated with the service to AT&amp;T as provided below based upon the number of months remaining on the term for the particular component. Termination charges will appear on the Subscriber's final bill or a subsequent bill as a charge in the OC&amp;C section(s). Payment of this charge does not release the Subscriber from other previous amounts owed to AT&amp;T.</p> <p>-(Total) Set charge to be multiplied by number of months remaining on term: \$24            -Complete Choice for Business Package: \$20            -Business Unlimited Plan, Preferred Rate, Preferred Rate Plus and Unlimited Flex: \$4</p> <p><b>(DELETED)</b></p> <p>--Applicable taxes and fees will be based on the full published price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.</p> <p>--This Program can be used concurrently with the Welcoming Rewards promotion, the Encore Bonus promotion, the Bundle Incentive promotion, the Shoppers Reward promotion or the It's Your Number promotion.</p> <p>--Except as provided below, Subscribers participating in any Key Customer promotion, Simple Savings promotion, Complete Choice for Business promotion, Renewal Incentive promotion, Additional Line promotion or Business Unlimited MRC Waiver are NOT eligible to participate in this program, unless otherwise stated.</p>	(D)