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September 10, 2010

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 - Second Revised Page 33.26  
- Second Revised Page 33.27

The purpose of this filing is to provide for the AT&T All For Less 5+ Lines Promotion. This Special Promotion will begin September 13, 2010 and end December 31, 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 All For Less 5+ Lines Promotion**

#### **Overview**

The AT&T All For Less 5+ Lines Promotion is scheduled to begin on 9/13/2010 and end on 12/31/2010.

This promotion ("Program") is an offering available to businesses that are currently with another local exchange provider and are transferring their local exchange service to the Company (Win/Winback) and existing business subscribers who have received a competitive offer and are considering switching their local exchange service to another local exchange provider (Save).

The AT&T All For Less 5+ Lines program provides a 40% discount on Complete Choice® for Business package charges as a monthly benefit on the subscriber's bill. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess® Business DSL Lite, FastAccess® Business DSL, FastAccess® Business DSL Plus, FastAccess® Business DSL 6.0, or AT&T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&T Mobility device with wireless service under a separate two (2) year AT&T Mobility contract; or purchase a new AT&T Tech Support 360<sup>SM</sup> Service Package (AT&T Tech Support 360<sup>SM</sup> Advanced Service Package with AT&T Web Hosting<sup>SM</sup> – Shared Hosting, or AT&T Tech Support 360<sup>SM</sup> Premium Service Package with AT&T Tech Support 360<sup>SM</sup> Backup and Go Premium). All of these services must be purchased in order to receive the promotional benefits. The Subscriber must sign a 24-month All for Less 5+ Lines Term Agreement.

This offer is only available to business subscribers with five (5) to nineteen (19) business lines.

#### **Program Eligibility**

- Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess® Business DSL Lite, FastAccess® Business DSL, FastAccess® Business DSL Plus, FastAccess® Business DSL 6.0, or AT&T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&T Mobility device with wireless service under a separate two (2) year AT&T Mobility contract; or purchase a AT&T Tech Support 360<sup>SM</sup> Service Package (AT&T Tech Support 360<sup>SM</sup> Advanced Service Package with AT&T Web Hosting<sup>SM</sup> – Shared Hosting, or AT&T Tech Support 360<sup>SM</sup> Premium Service Package with AT&T Tech Support 360<sup>SM</sup> Backup and Go Premium).
- Subscriber must purchase a minimum of five (5) lines in a Complete Choice for Business package and a maximum of a nineteen (19) lines in a Complete Choice for Business package at the time of subscribing to the AT&T All For Less 5+ Lines promotion.
- Subscriber must sign the 24-month Program Agreement associated with this offer to receive the benefits.

#### **Promotion Elements**

- Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the GSST A tariff or the General Exchange Guidebooks in detariffed or deregulated jurisdictions, as the case may be. This discount may not be combined with Complete Choice for Business Term Plan discounts.
- The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one or two billing cycles.
- In addition to the benefits, 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.

- 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 the activation of Broadband is delayed (but within the 60 days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.

- In the event that a Subscriber terminates the Program or any one component service prior to the expiration date of the Agreement, then an applicable termination charge will be applied at the individual product level, based on the component service terminating. The remaining components of the Program may continue. 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.

### **Promotion Restrictions**

- The All For Less 5+ Lines Promotion may not be combined with any other offers on Local, DSL or Wireless except Win/Winback customers may also participate in the Welcoming Rewards promotional offer, if applicable. The Complete Choice for Business Term Plan discounts may not be combined with this offer.

- Benefits apply only to the Complete Choice for Business package total billed monthly charges, at the current month to month rate.

- 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 All For Less 5+ Lines Multi-Service Term Agreement.

- In tariffed states, the Agreement is subject to and controlled by the provisions of AT&T'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 "AT&T's General Subscriber Services Tariff," "AT&T tariffs," "BellSouth tariffs," "AT&T's lawfully filed tariffs," or any other references to BellSouth or AT&T'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.

## 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
<del>(DELETED)</del>			
<u>AT&amp;T Florida Service Territory – From Central Office where services are available</u>	<u>AT&amp;T All For Less 5+ Lines</u>	<u>This promotion (“Program”) is an offering available to businesses that are currently with another local exchange provider and are transferring their local exchange service to the Company (Win/Winback) and existing business subscribers who have received a competitive offer and are considering switching their local exchange service to another local exchange provider (Save).</u>	<u>09/13/2010 to 12/31/2010</u>
		<u>The AT&amp;T All For Less 5+ Lines program provides a 40% discount on Complete Choice for Business package charges as a monthly benefit on the subscriber’s bill. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, or AT&amp;T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&amp;T Mobility device with wireless service under a separate two (2) year AT&amp;T Mobility contract; or purchase a new AT&amp;T Tech Support 360 Service Package (AT&amp;T Tech Support 360 Advanced Service Package with AT&amp;T Web Hosting – Shared Hosting, or AT&amp;T Tech Support 360 Premium Service Package with AT&amp;T Tech Support 360 Backup and Go Premium). All of these services must be purchased in order to receive the promotional benefits.</u>	(N)
		<u>The Subscriber must sign a 24-month All for Less 5+ Lines Term Agreement.</u>	(N)
		<u>This offer is only available to business subscribers with five (5) to nineteen (19) business lines.</u>	(N)
		<b><u>Program Eligibility</u></b>	(N)
		<u>• Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, or AT&amp;T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&amp;T Mobility device with wireless service under a separate two (2) year AT&amp;T Mobility contract; or purchase a AT&amp;T Tech Support 360 Service Package (AT&amp;T Tech Support 360 Advanced Service Package with AT&amp;T Web Hosting – Shared Hosting, or AT&amp;T Tech Support 360 Premium Service Package with AT&amp;T Tech Support 360 Backup and Go Premium).</u>	(N)
		<u>• Subscriber must purchase a minimum of five (5) lines in a Complete Choice for Business package and a maximum of a nineteen (19) lines in a Complete Choice for Business package at the time of subscribing to the AT&amp;T All For Less 5+ Lines promotion.</u>	(N)
		<u>• Subscriber must sign the 24-month Program Agreement associated with this offer to receive the benefits.</u>	(N)

ISSUED: July 10, 2004 September 10, 2010

EFFECTIVE: July 27, 2004 September 13, 2010

BY: Joseph P. Lacher 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	Charges Waived	Period Authority
<del>DELETED</del> (Cont'd)			(D)
AT&T Florida	AT&T All For	<b>Promotion Elements</b>	(N)
Service Territory – From Central Office where services are available	Less 5+ Lines (cont'd)	<ul style="list-style-type: none"> <li>• Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the GSST A tariff. This discount may not be combined with Complete Choice for Business Term Plan discounts.</li> <li>• The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one (1) or two (2) billing cycles.</li> <li>• In addition to the benefits, 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.</li> <li>• 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.</li> <li>• In the event that the activation of Broadband is delayed (but within the 60 days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.</li> <li>• In the event that a Subscriber terminates the Program or any one component service prior to the expiration date of the Agreement, then an applicable termination charge will be applied at the individual product level, based on the component service terminating. The remaining components of the Program may continue. 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.</li> </ul>	(N)
		<b>Promotion Restrictions</b>	(N)
		<ul style="list-style-type: none"> <li>• The All For Less 5+ Lines Promotion may not be combined with any other offers on Local, DSL or Wireless except Win/Winback customers may also participate in the Welcoming Rewards promotional offer, if applicable. The Complete Choice for Business Term Plan discounts may not be combined with this offer.</li> <li>• Benefits apply only to the Complete Choice for Business package total billed monthly charges, at the current month to month rate.</li> <li>• AT&amp;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 All For Less 5+ Lines Multi-Service Term Agreement.</li> <li>• In tariffed states, the Agreement is subject to and controlled by the provisions of AT&amp;T'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.</li> <li>• Subscriber and AT&amp;T acknowledge and agree that to the extent the services to which Subscriber subscribes under this Agreement are deregulated or detariffed, all references to "AT&amp;T's General Subscriber Services Tariff," "AT&amp;T tariffs," "BellSouth tariffs," "AT&amp;T's lawfully filed tariffs," or any other references to BellSouth or AT&amp;T'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.</li> </ul>	(N)

All AT&T and BellSouth marks contained herein and as set forth in the trademarks and service marks section of the BellSouth Tariff are owned by AT&T Intellectual Property or AT&T affiliated companies.

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of this Tariff are owned by BellSouth Intellectual Property Corporation.

## 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
AT&T Florida Service Territory – From Central Office where services are available	AT&T All For Less 5+ Lines	This promotion (“Program”) is an offering available to businesses that are currently with another local exchange provider and are transferring their local exchange service to the Company (Win/Winback) and existing business subscribers who have received a competitive offer and are considering switching their local exchange service to another local exchange provider (Save).	09/13/2010 to 12/31/2010 (N)
		The AT&T All For Less 5+ Lines program provides a 40% discount on Complete Choice for Business package charges as a monthly benefit on the subscriber’s bill. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, or AT&T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&T Mobility device with wireless service under a separate two (2) year AT&T Mobility contract; or purchase a new AT&T Tech Support 360 Service Package (AT&T Tech Support 360 Advanced Service Package with AT&T Web Hosting – Shared Hosting, or AT&T Tech Support 360 Premium Service Package with AT&T Tech Support 360 Backup and Go Premium). All of these services must be purchased in order to receive the promotional benefits.	(N)
		The Subscriber must sign a 24-month All for Less 5+ Lines Term Agreement.	(N)
		This offer is only available to business subscribers with five (5) to nineteen (19) business lines.	(N)
		<b>Program Eligibility</b>	(N)
		<ul style="list-style-type: none"> <li>Available to business customers subscribing to a Complete Choice for Business package. Customer must purchase one of the following long distance plans: Business 500 Minute Package plan, Business 1000 Minute Package plan, Business 2000 Minute Package plan, Business Unlimited plan or Business Unlimited Flex plan; and one of the following Internet Services: FastAccess Business DSL Lite, FastAccess Business DSL, FastAccess Business DSL Plus, FastAccess Business DSL 6.0, or AT&amp;T U-verse High Speed Internet – Business (where available). In addition, customer must also have or purchase an AT&amp;T Mobility device with wireless service under a separate two (2) year AT&amp;T Mobility contract; or purchase a AT&amp;T Tech Support 360 Service Package (AT&amp;T Tech Support 360 Advanced Service Package with AT&amp;T Web Hosting – Shared Hosting, or AT&amp;T Tech Support 360 Premium Service Package with AT&amp;T Tech Support 360 Backup and Go Premium).</li> </ul>	(N)
		<ul style="list-style-type: none"> <li>Subscriber must purchase a minimum of five (5) lines in a Complete Choice for Business package and a maximum of a nineteen (19) lines in a Complete Choice for Business package at the time of subscribing to the AT&amp;T All For Less 5+ Lines promotion.</li> </ul>	(N)
		<ul style="list-style-type: none"> <li>Subscriber must sign the 24-month Program Agreement associated with this offer to receive the benefits.</li> </ul>	(N)

## 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
AT&T Florida	AT&T All For	<b>Promotion Elements</b>	(N)
Service Territory –	Less 5+ Lines	• Benefits: a 40% discount will be applied to the Complete Choice for Business package Monthly Rates, as provided under the GSST A tariff. This discount may not be combined with Complete Choice for Business Term Plan discounts.	(N)
From Central Office (cont'd)	where services are	• The benefits will appear as a credit in the Promotions and Discounts section of the Plans and Services portion of the Subscriber's bill, and the Internet Services section of the Subscriber's bill. The benefits will appear in either the current or a subsequent billing period, usually within one (1) or two (2) billing cycles.	(N)
available		• In addition to the benefits, 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.	(N)
		• 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.	(N)
		• In the event that the activation of Broadband is delayed (but within the 60 days) and billing for that service is delayed, then rewards will apply on the first bill following activation and will end on the expiration date of the Agreement.	(N)
		• In the event that a Subscriber terminates the Program or any one component service prior to the expiration date of the Agreement, then an applicable termination charge will be applied at the individual product level, based on the component service terminating. The remaining components of the Program may continue. 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.	(N)
		<b>Promotion Restrictions</b>	(N)
		• The All For Less 5+ Lines Promotion may not be combined with any other offers on Local, DSL or Wireless except Win/Winback customers may also participate in the Welcoming Rewards promotional offer, if applicable. The Complete Choice for Business Term Plan discounts may not be combined with this offer.	(N)
		• Benefits apply only to the Complete Choice for Business package total billed monthly charges, at the current month to month rate.	(N)
		• 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 All For Less 5+ Lines Multi-Service Term Agreement.	(N)
		• In tariffed states, the Agreement is subject to and controlled by the provisions of AT&T'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.	(N)
		• 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 "AT&T's General Subscriber Services Tariff," "AT&T tariffs," "BellSouth tariffs," "AT&T's lawfully filed tariffs," or any other references to BellSouth or AT&T'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.	(N)