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September 30, 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 is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff  
Section A2 - Seventh Revised Page 35.6.88

The purpose of this filing is to revise the existing \$5 Residence Access Line Retention Offer to extend the offer through October 31, 2010. This Special Promotion will end October 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**

### **\$5 Residence Access Line Retention Offer Extension**

#### **Overview of Promotion**

The Company plans to change the end date for the \$5 Residence Access Line Retention Offer special promotion. The new end date for this special promotion will be October 31, 2010. The current end date is September 30, 2010. All other elements of this promotion will remain unchanged.

#### **Promotion Modification**

This promotion is modified to change the offer end date to October 31, 2010. This modification will be effective October 1, 2010.

## 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	\$5 Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have 2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice local service plan may be eligible to receive a \$5 per month bill credit.	03/14/2010 (C) to 10/31/2010
Rules and Regulations			
-- Customer must have 2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice local service plan to be eligible for this offer.			
-- Customers must keep the required services for 30 days to receive the benefit of this offer.			
-- If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease.			
-- AT&T employees are not eligible for this offer.			
-- Customer must be calling into AT&T to disconnect their local service.			
-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).			
-- Not stackable with any other regulated retention promotion that provides a monthly discount.			
-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.			
-- This promotion is only available for retention purposes.			
-- The monthly bill credit stays in effect as long as the customer remains at the same address for customers who participate in this offer prior to 3/10/2009. Effective 3/10/2009, the monthly credit is limited to a maximum of 24 months.			

FLORIDA

ISSUED: September 30, 2010~~ISSUED: July 12, 2010~~  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: October 1, 2010~~EFFECTIVE: July 13, 2010~~

## 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	\$5 Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have 2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice local service plan may be eligible to receive a \$5 per month bill credit.	03/14/2010 (C) to 09/30/2010 <u>10/31/2010</u>
		Rules and Regulations -- Customer must have 2 Pack, PreferredPack, Complete Choice, or Area Plus with Complete Choice local service plan to be eligible for this offer.	(C)
		<del>(DELETED)</del>	<del>(D)</del>
		<del>(DELETED)</del>	<del>(D)</del>
		-- Customers must keep the required services for 30 days to receive the benefit of this offer.	(N)
		-- If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease.	(N)
		-- AT&T employees are not eligible for this offer.	
		-- Customer must be calling into AT&T to disconnect their local service.	
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).	
		-- Not stackable with any other regulated retention promotion that provides a monthly discount.	(T)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	
		-- This promotion is only available for retention purposes.	
		-- The monthly bill credit stays in effect as long as the customer remains at the same address for customers who participate in this offer prior to 3/10/2009. Effective 3/10/2009, the monthly credit is limited to a maximum of 24 months.	