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October 29, 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 - Original Page 35.6.88.2

The purpose of this filing is to introduce a new offer entitled \$5 x 12 Mo Residence Access Line and Feature Retention Offer for residential customers on November 1, 2010. This Special Promotion will end March 31, 2011.

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 X 12 Months Retention Promotion**

#### **Overview**

The \$5 X 12 Months Retention Promotion is scheduled to begin on 11/1/2010 and end on 3/31/2011. Residential customers who call to disconnect their local telephone service may be eligible to receive a \$5.00 monthly recurring bill credit for 12 months. Customers must have a minimum of one calling feature per line to qualify.

#### **Promotion Specifics**

Customer must keep the line and feature for a minimum of 30 days in order to be eligible for the offer.

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

Customers may only receive this offer once during the offer period.

Customers must have a minimum of one calling feature per line to be eligible.

This offer can cover a maximum of 2 lines or a maximum reward of \$10.

Offer cannot be combined with any other regulated retention promotion that provides a monthly discount.

This promotion is not available for competitive acquisition and is only available for retention.

Customers must keep the required services for 30 days to receive the benefit of this offer.

Customers subscribing to Complete Choice Enhanced or Complete Choice Basic must have the access line in service for a minimum of 60 days before the customer becomes eligible for this offer.

The customer's bill will be credited \$5.00 each month per line that both the access line(s) and the Custom Calling feature(s) are retained.

If the customer disconnects the line(s) or the required feature(s) or moves from their current location, the remaining benefits will cease.

AT&T employees are not eligible for this offer.

ISSUED: October 29, 2010 ~~ISSUED: (date)~~

EFFECTIVE: November 1, 2010 ~~EFFECTIVE: (date)~~

BY: Marshall M. Criser III, President - FL ~~BY: Joseph P. Lacher, 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>AT&amp;T Florida Service Territory – From Central Office where services are available</u>	<u>\$5 x 12 Mo Residence Access Line &amp; Feature Retention Offer</u>	<u>Residential customers who call to disconnect service with AT&amp;T and elect to stay and have one (or up to a maximum of two) access line and a minimum of one calling feature per line may be eligible to receive a \$5 per month bill credit for 12 months.</u> <u>Rules and Regulations</u> <u>-- Customer must have a minimum of one calling feature per line to be eligible for this offer.</u> <u>-- Customers must keep the required services for 30 days to receive the benefit of this offer.</u> <u>-- Customers subscribing to Complete Choice Enhanced or Complete Choice Basic must have the access line in service for a minimum of 60 days before the customer becomes eligible for this offer.</u> <u>-- If the customer disconnects the line(s) or feature(s) or moves from their current location, the remaining benefits will cease.</u> <u>-- AT&amp;T employees are not eligible for this offer.</u> <u>-- Customer must be calling into AT&amp;T to disconnect their local service.</u> <u>-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).</u> <u>-- Not stackable with any other regulated retention promotion that provides a monthly discount.</u> <u>-- Eligible customers are existing AT&amp;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.</u> <u>-- This promotion is only available for retention purposes.</u> <u>-- The monthly bill credit stays in effect as long as the customer remains at the same address and is limited to a maximum of 12 months.</u>	<u>11/01/2010 (N)</u> <u>to</u> <u>03/31/2011 (N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u> <u>(N)</u>

## 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 x 12 Mo Residence Access Line & Feature Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have one (or up to a maximum of two) access line and a minimum of one calling feature per line may be eligible to receive a \$5 per month bill credit for 12 months.  Rules and Regulations -- Customer must have a minimum of one calling feature per line to be eligible for this offer.  -- Customers must keep the required services for 30 days to receive the benefit of this offer.  -- Customers subscribing to Complete Choice Enhanced or Complete Choice Basic must have the access line in service for a minimum of 60 days before the customer becomes eligible for this offer.  -- If the customer disconnects the line(s) or feature(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 and is limited to a maximum of 12 months.	11/01/2010 to 03/31/2011 (N)  (N)  (N)  (N)  (N)  (N)  (N)  (N)  (N)  (N)  (N)