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December 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 32.5

The purpose of this filing is to modify the end date for the AT&T All For Less – New Promotion. This Special Promotion will end on January 16, 2011. All other elements of this promotion remain unchanged.

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 - New**

#### **OVERVIEW OF PROMOTION**

The Company plans to change the end date for the AT&T All For Less-New Promotion. The new end date for this special promotion will be January 16, 2011. The current end date is December 31, 2010. All other elements of this promotion will remain unchanged.

#### **PROMOTION MODIFICATION**

This promotion is modified to change the offer end date to January 16, 2011.

## 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>   |                   |  | <del>(D)</del>   |
| AT&T Florida Service Territory - New<br>- From Central Office where services are available | AT&T All For Less | This promotion ("Program") provides 40% in monthly rewards based upon the Subscriber's bill for Complete Choice for Business package charges if the customer also subscribes to Business Unlimited Plan or Business Unlimited Flex Plan, and FastAccess Business DSL (1.5-6.0 speeds) or AT&T U-verse High Speed Internet Business Edition, and new Wireless Service or a new Solution Set bundle (such as the Tech Support 360 and Shared Web Hosting bundle). All of these services must be purchased in order to receive the 40% monthly reward. The Subscriber must sign a 12-month All for Less-New Service Agreement.  | 09/01/2010<br>to<br><del>12/31/2010</del><br><u>01/16/2011</u>                         |
|  |                   | <b>Program Eligibility</b>   | <del>(N)</del>   |
|  |                   | The promotion is available to new business start-up customers; existing AT&T business line customers who are moving to a new location or opening a new business location; businesses that currently have local exchange service with AT&T and another local exchange provider and are transferring their local exchange service to AT&T; all business customers who order the All For Less - New promotion on-line; all business customers in specified wire centers in AT&T Florida.  | <del>(N)</del>   |
|  |                   | <b>Promotion Elements</b>  | <del>(N)</del>   |
|  |                   | <ul style="list-style-type: none"> <li>Rewards: a 40% monthly discount on Complete Choice for Business package charges.</li> <li>Subscriber must sign the 12-month Program Agreement associated with this offer to receive the rewards.</li> <li>The term will automatically renew for two additional term(s) of the same term length as the expiring term unless customer notifies AT&amp;T in writing of its intent not to renew the 12-month term for another 12-month renewal term at least sixty (60) days prior to expiration. Then upon expiration of the initial term and the first renewal term, the agreement shall automatically renew for another term as initially selected.</li> <li>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). Subscribers coming from a Reseller will not be billed for any change of service charges.</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 the Agreement will cancel, and the Subscriber agrees to pay back the bill rewards for the services that the Subscriber has received as a result of the Subscriber's participation in the Program. 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> | <del>(N)</del><br><del>(N)</del><br><del>(N)</del><br><del>(N)</del><br><del>(N)</del> |
|  |                   | <b>Promotion Restrictions</b>  | <del>(N)</del>   |
|  |                   | <ul style="list-style-type: none"> <li>Offer may not be combined with Complete Choice for Business Term plan discounts.</li> <li>Promotion is only allowed on single location accounts. Billed to Number (BTN) arrangements are not allowed. Customers with existing billing arrangements with their local accounts must remove the BTN arrangement to participate in the All For Less - New promotion.</li> </ul>   | <del>(N)</del><br><del>(N)</del>   |

## 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 - New<br>- From Central Office where services are available | AT&T All For Less | This promotion ("Program") provides 40% in monthly rewards based upon the Subscriber's bill for Complete Choice for Business package charges if the customer also subscribes to Business Unlimited Plan or Business Unlimited Flex Plan, and FastAccess Business DSL (1.5-6.0 speeds) or AT&T U-verse High Speed Internet Business Edition, and new Wireless Service or a new Solution Set bundle (such as the Tech Support 360 and Shared Web Hosting bundle). All of these services must be purchased in order to receive the 40% monthly reward. The Subscriber must sign a 12-month All for Less-New Service Agreement. | 09/01/2010 (C)<br>to<br>01/16/2011 |

#### Program Eligibility

The promotion is available to new business start-up customers; existing AT&T business line customers who are moving to a new location or opening a new business location; businesses that currently have local exchange service with AT&T and another local exchange provider and are transferring their local exchange service to AT&T; all business customers who order the All For Less - New promotion on-line; all business customers in specified wire centers in AT&T Florida.

#### Promotion Elements

- Rewards: a 40% monthly discount on Complete Choice for Business package charges.
- Subscriber must sign the 12-month Program Agreement associated with this offer to receive the rewards.
- The term will automatically renew for two additional term(s) of the same term length as the expiring term unless customer notifies AT&T in writing of its intent not to renew the 12-month term for another 12-month renewal term at least sixty (60) days prior to expiration. Then upon expiration of the initial term and the first renewal term, the agreement shall automatically renew for another term as initially selected.
- 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). Subscribers coming from a Reseller will not be billed for any change of service charges.
- In the event that a Subscriber terminates the Program or any one component service prior to the expiration date of the Agreement, then the Agreement will cancel, and the Subscriber agrees to pay back the bill rewards for the services that the Subscriber has received as a result of the Subscriber's participation in the Program. 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

- Offer may not be combined with Complete Choice for Business Term plan discounts.
- Promotion is only allowed on single location accounts. Billed to Number (BTN) arrangements are not allowed. Customers with existing billing arrangements with their local accounts must remove the BTN arrangement to participate in the All For Less - New promotion.