



Jerry D. Hendrix
Vice President
Regulatory Relations

AT&T Florida
150 South Monroe St.
Suite 400
Tallahassee, FL 32301

T: 850-577-5550
F: 850-224-5073
Jerry.Hendrix@att.com
www.att.com

March 31, 2011

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 - First Revised Page 35.6.88.2

The purpose of this filing is to revise the existing \$5 x 12 Mo. Residential Access Line and Feature Retention Offer to extend the offer through September 30, 2011. This Special Promotion will end September 30, 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 Mo. Res. Access Line and Feature Retention Offer Extension

Overview of Promotion

The Company plans to change the end date for the \$5 x 12 Mo. Res. Access Line and Feature Retention Offer special promotion. The new end date for this special promotion will be September 30, 2011. The current end date is March 31, 2011. All other elements of this promotion will remain unchanged.

Promotion Modification

This promotion is modified to change the offer end date to September 30, 2011. This modification will be effective April 1, 2011.

ISSUED: March 31, 2011 ISSUED: October 29, 2010
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

EFFECTIVE: April 1, 2011 EFFECTIVE: November 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 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. | 11/04/01/20 (N) 101 to 039/310/20 11 (N) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N) (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 | 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. | 04/01/2011 to 09/30/2011 (C) |