

BELLSOUTH

BellSouth Telecommunications, Inc.

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August 17, 2005

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, enclosed is a package filing for BellSouth CCB Plus Rewards Promotion.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.33
 - Original Page 35.6.33.1

The issue and effective dates for this tariff package are August 17, 2005 and September 1, 2005, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President

Attachments

PROMOTION DESCRIPTION

BellSouth CCB Plus Rewards Promotion

PROMOTION OVERVIEW

The BellSouth CCB Plus Rewards Promotion offers existing business subscribers who purchase a New Complete Choice for Business (CCB) package a twenty-dollar (\$20.00) bill credit reward for three consecutive months. If the subscriber also has or purchases a BellSouth Long Distance (BSLD) domestic plan and has or signs a local term agreement, the subscriber will receive an additional twenty-dollar (\$20.00) bill credit reward in the fourth month. In addition, subscribers who also purchase a New Messaging and Maintenance Package will receive an additional twenty-dollar (\$20.00) bill credit reward in the fifth month.

PROMOTION SPECIFICS:

1. Add a new CCB, reward equals twenty-dollars (\$20.00) for three (3) months (a total of sixty dollars (\$60.00)).
2. Add a new CCB and have or purchase a BSLD domestic plan and term agreement, reward equals twenty-dollars (\$20.00) for four (4) months (a total of eighty-dollars (\$80.00)).
3. Add a new CCB, have or purchase a BSLD domestic plan and term agreement, and purchase a new Maintenance and Messaging Package, reward equals twenty-dollars (\$20.00) for five (5) months (a total of one hundred dollars (\$100.00)).
4. Subscribers can receive up to one hundred dollars (\$100.00) in bill credit rewards by subscribing to all named services.

PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:

1. Available only to existing BellSouth business customers subscribing to local exchange service.
2. Subscribers must purchase new CCB package in order to participate in this promotion and receive the minimum sixty-dollar (\$60.00) bill credit reward.
3. Bill credit reward is applicable at the account level not the line level
4. Subscribers must have or sign a local service term agreement and have or purchase a BellSouth Long Distance domestic plan in addition to purchasing a new CCB package in order to receive the eighty-dollar (\$80.00) bill credit reward. Subscribers who have or purchase Complex Long Distance are not eligible to participate.
5. Subscribers must purchase both a new Messaging Package and a Maintenance Package together in addition to having or purchasing a BSLD domestic plan and having or signing a local service term agreement and purchasing a new CCB package in order to receive the one-hundred dollar (\$100.00) bill credit reward.
6. Upgrades from 1FB to CCB are eligible.
7. The non-recurring bill credit reward amount will appear monthly in the OC&C section of the subscribers bill in a subsequent billing period usually within one or two billing cycles.
8. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.
9. BellSouth reserves the right to modify or discontinue promotion at any time
10. The application date of orders must be from September 1, 2005 to December 31, 2005.
11. Customer cannot qualify for this promotion more than once.
12. The maximum reward that customers can receive is one-hundred dollars (\$100.00) if all named services are added
13. To participate, subscribers must purchase a new CCB service. Existing CCB subscribers that add additional core verticals, lines, or who are increasing package size are not eligible to participate in this promotion.
14. Subscribers must keep the CCB package and BSLD (if ordered) a minimum of six (6) months or are subject to pay back to BellSouth the bill reward received. This charge will appear on the subscriber's bill as a charge in the OC&C section. Additional termination charges may apply depending on the services or plans ordered.

Tariff Filing Package Number: FL 2005-185

15. Subscribers participating in the CCB Plus Rewards Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Deluxe Rewards Promotion, Additional Line Promotion, or the Additional Line w/FastAccess DSL Promotion.
16. Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.
17. BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.
18. Out of region customers are not eligible to participate.

Tariff Filing Package Number: FL 2005-185

ISSUED: August 17, 2005
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

EFFECTIVE: September 1, 2005

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
BellSouth's Service Territory – From Central Office where services are available	BellSouth CCB Plus Rewards	The BellSouth CCB Plus Rewards Promotion offers existing business subscribers who purchase a New Complete Choice for Business (CCB) package a twenty-dollar (\$20.00) bill credit reward for three consecutive months. If the subscriber also has or purchases a BellSouth Long Distance (BSLD) domestic plan and has or signs a local term agreement, the subscriber will receive an additional twenty-dollar (\$20.00) bill credit reward in the fourth month. In addition, subscribers who also purchase a New Messaging and Maintenance Package will receive an additional twenty-dollar (\$20.00) bill credit reward in the fifth month.	9/1/2005 to 12/31/2005 (N)
		Rules and Regulations	(N)
		-- Add a new CCB, reward equals twenty-dollars (\$20.00) for three (3) months, a total of sixty dollars (\$60.00); add a new CCB and have or purchase a BSLD domestic plan and term agreement, reward equals twenty-dollars (\$20.00) for four (4) months (a total of eighty-dollars (\$80.00); add a new CCB, have or purchase a BSLD domestic plan and term agreement, and purchase a new Maintenance and Messaging Package, reward equals twenty-dollars (\$20.00) for five (5) months (a total of one hundred dollars (\$100.00).	(N)
		-- Subscribers can receive up to one hundred dollars (\$100.00) in bill credit rewards by subscribing to all named services.	(N)
		-- Available only to existing BellSouth business customers subscribing to local exchange service.	(N)
		-- Subscribers must purchase new CCB package in order to participate in this promotion and receive the minimum sixty-dollar (\$60.00) bill credit reward.	(N)
		-- Bill credit reward is applicable at the account level not the line level.	(N)
		-- Subscribers must have or sign a local service term agreement and have or purchase a BellSouth Long Distance domestic plan in addition to purchasing a new CCB package in order to receive the eighty-dollar (\$80.00) bill credit reward. Subscribers who have or purchase Complex Long Distance are not eligible to participate.	(N)
		-- Subscribers must purchase both a new Messaging Package and a Maintenance Package together in addition to having or purchasing a BSLD domestic plan and having or signing a local service term agreement and purchasing a new CCB package in order to receive the one-hundred dollar (\$100.00) bill credit reward.	(N)
		-- Upgrades from 1FB to CCB are eligible.	(N)
		-- The non-recurring bill credit reward amount will appear monthly in the OC&C section of the subscribers bill in a subsequent billing period usually within one or two billing cycles.	(N)
		-- Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.	(N)

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 Miami, Florida

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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	
BellSouth's Service Territory – From Central Office where services are available	BellSouth CCB Plus Rewards	Rules and Regulations (Cont'd)	9/1/2005	(N)
		-- BellSouth reserves the right to modify or discontinue promotion at any time.	to 12/31/2005	(N)
		-- The application date of orders must be from September 1, 2005 to December 31, 2005.		(N)
		-- Customer cannot qualify for this promotion more than once.		(N)
		-- The maximum reward that customers can receive is one-hundred dollars (\$100.00) if all named services are added		(N)
		-- To participate, subscribers must purchase a new CCB service. Existing CCB subscribers that add additional core verticals, lines, or who are increasing package size are not eligible to participate in this promotion.		(N)
		-- Subscribers must keep the CCB package and BSLD (if ordered) a minimum of six (6) months or are subject to pay back to BellSouth the bill reward received. This charge will appear on the subscriber's bill as a charge in the OC&C section. Additional termination charges may apply depending on the services or plans ordered.		(N)
		-- Subscribers participating in the CCB Plus Rewards Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Deluxe Rewards Promotion, Additional Line Promotion, or the Additional Line w/FastAccess DSL Promotion.		(N)
		-- Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.		(N)
		-- BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.		(N)
-- Out of region customers are not eligible to participate.		(N)		

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 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	Description	Period Authority
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth CCB Plus Rewards</u>	<u>The BellSouth CCB Plus Rewards Promotion offers existing business subscribers who purchase a New Complete Choice for Business (CCB) package a twenty-dollar (\$20.00) bill credit reward for three consecutive months. If the subscriber also has or purchases a BellSouth Long Distance (BSLD) domestic plan and has or signs a local term agreement, the subscriber will receive an additional twenty-dollar (\$20.00) bill credit reward in the forth month. In addition, subscribers who also purchase a New Messaging and Maintenance Package will receive an additional twenty-dollar (\$20.00) bill credit reward in the fifth month.</u>	<u>9/1/2005 to 12/31/2005</u>
		<u>Rules and Regulations</u>	(N)
		<u>-- Add a new CCB, reward equals twenty-dollars (\$20.00) for three (3) months, a total of sixty dollars (\$60.00); add a new CCB and have or purchase a BSLD domestic plan and term agreement, reward equals twenty-dollars (\$20.00) for four (4) months (a total of eighty-dollars (\$80.00); add a new CCB, have or purchase a BSLD domestic plan and term agreement, and purchase a new Maintenance and Messaging Package, reward equals twenty-dollars (\$20.00) for five (5) months (a total of one hundred dollars (\$100.00).</u>	(N)
		<u>-- Subscribers can receive up to one hundred dollars (\$100.00) in bill credit rewards by subscribing to all named services.</u>	(N)
		<u>-- Available only to existing BellSouth business customers subscribing to local exchange service.</u>	(N)
		<u>-- Subscribers must purchase new CCB package in order to participate in this promotion and receive the minimum sixty-dollar (\$60.00) bill credit reward.</u>	(N)
		<u>-- Bill credit reward is applicable at the account level not the line level.</u>	(N)
		<u>-- Subscribers must have or sign a local service term agreement and have or purchase a BellSouth Long Distance domestic plan in addition to purchasing a new CCB package in order to receive the eighty-dollar (\$80.00) bill credit reward. Subscribers who have or purchase Complex Long Distance are not eligible to participate.</u>	(N)
		<u>-- Subscribers must purchase both a new Messaging Package and a Maintenance Package together in addition to having or purchasing a BSLD domestic plan and having or signing a local service term agreement and purchasing a new CCB package in order to receive the one-hundred dollar (\$100.00) bill credit reward.</u>	(N)
		<u>-- Upgrades from 1FB to CCB are eligible.</u>	(N)
		<u>-- The non-recurring bill credit reward amount will appear monthly in the OC&C section of the subscribers bill in a subsequent billing period usually within one or two billing cycles.</u>	(N)
		<u>-- Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.</u>	(N)

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EFFECTIVE: September 1, 2005

BY: 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth CCB Plus Rewards	Rules and Regulations (Cont'd)	9/1/2005 (N)
		-- BellSouth reserves the right to modify or discontinue promotion at any time.	to 12/31/2005 (N)
		-- The application date of orders must be from September 1, 2005 to December 31, 2005.	(N)
		-- Customer cannot qualify for this promotion more than once.	(N)
		-- The maximum reward that customers can receive is one-hundred dollars (\$100.00) if all named services are added	(N)
		-- To participate, subscribers must purchase a new CCB service. Existing CCB subscribers that add additional core verticals, lines, or who are increasing package size are not eligible to participate in this promotion.	(N)
		-- Subscribers must keep the CCB package and BSLD (if ordered) a minimum of six (6) months or are subject to pay back to BellSouth the bill reward received. This charge will appear on the subscriber's bill as a charge in the OC&C section. Additional termination charges may apply depending on the services or plans ordered.	(N)
		-- Subscribers participating in the CCB Plus Rewards Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Deluxe Rewards Promotion, Additional Line Promotion, or the Additional Line w/FastAccess DSL Promotion.	(N)
		-- Subscribers with aggregate annual billing, per state of BellSouth services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.	(N)
		-- BellSouth reserves the right to terminate this program at any time; provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)
		-- Out of region customers are not eligible to participate.	(N)