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September 28, 2007

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 the tariff package for Competitive Acquisition \$100 Reward promotion.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.75

The issue and effective dates for this tariff package are September 28, 2007 and October 1, 2007, respectively.

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

Competitive Acquisition \$100 Reward #1491

Overview

The Competitive Acquisition \$100 Reward promotion is scheduled to begin on 10/01/2007 and end on 12/31/2007. Competitive Acquisition customers who are with another local service provider or are wireless substitutors will have a choice of either \$100 Target gift card, Visa card, or cash back when selecting BellSouth local service, purchasing BellSouth(R) Complete Choice(R) family plan or BellSouth(R) PreferredPack plan and BSLD Unlimited calling plan. The customer must select Bundle 36, 53 or 58.

Promotion Specifics

Competitive Acquisition customers who are with another local service provider or are wireless substitutors who purchase Complete Choice or BellSouth Preferred Pack AND BSLD Unlimited will be eligible for a \$100 Reward. The customer must be in BUN36, BUN53 or BUN58.

Promotion Restrictions/Eligibility Requirements

1. Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address within the BellSouth territory.
2. The customer must select BellSouth as their local service provider.
3. Customer must request the qualifying service at the same address & in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address within 30 days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion & place the order at the new address.
4. This offer is not valid for out of region customers who are new to BellSouth.
5. This offer is not available to existing BellSouth customers.
6. Customer must not have had local service with BellSouth at least 10 days prior to the new service connection date.
7. BellSouth employees are not eligible for this offer.
8. Offer valid for only one (1) service line at the intended local service
9. Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.
10. Customers may combine this offer with the service connection fee waiver promotion.
11. BellSouth reserves the right to discontinue or modify this promotion any time without notice.
12. The customer must place the order on or before 12/31/2007.
13. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
14. The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
15. Customer must redeem online at www.att.com/rewardcenter once order is complete.
16. The customer must select his reward at time of redemption.
17. If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.
18. Customer must purchase a Competitive Acquisition (BUN 36, BUN 53 OR BUN 58).

ISSUED: September 28, 2007

EFFECTIVE: October 1, 2007

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
<u>AT&T Florida Service Territory – From Central Office where services are available</u>	<u>Competitive Acquisition \$100 Reward (for BUN36, BUN53, or BUN58)</u>	<u>Competitive Acquisition customers who are with another local service provider or are wireless substitutors will have a choice of either \$100 Target® gift card, Visa® card, or cash back when selecting BellSouth local service, purchasing BellSouth Complete Choice family plan or BellSouth PreferredPack plan and BSLD Unlimited calling plan. The customer must select Bundle 36, 53 or 58.</u>	<u>10/1/2007 (N)</u> <u>to 12/31/2007 (N)</u>
		<u>Rules and Regulations</u>	<u>(N)</u>
		<u>--Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address with in the BellSouth territory.</u>	<u>(N)</u>
		<u>--The customer must select BellSouth as their local service provider.</u>	<u>(N)</u>
		<u>--Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address within 30 (thirty) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.</u>	<u>(N)</u>
		<u>--This offer is not valid for out of region customers who are new to BellSouth, or existing BellSouth customers or BellSouth employees.</u>	<u>(N)</u>
		<u>--Customer must not have had local service with BellSouth at least 10 (ten) days prior to the new service connection date.</u>	<u>(N)</u>
		<u>--Offer valid for only one (1) service line at the intended local service</u>	<u>(N)</u>
		<u>--Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.</u>	<u>(N)</u>
		<u>--Customers may combine this offer with the service connection fee waiver promotion.</u>	<u>(N)</u>
		<u>--BellSouth reserves the right to discontinue or modify this promotion any time without notice.</u>	<u>(N)</u>
		<u>--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.</u>	<u>(N)</u>
		<u>--The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.</u>	<u>(N)</u>
		<u>--Customer must redeem online at www.att.com/rewardcenter once order is complete. The customer must select his reward at time of redemption.</u>	<u>(N)</u>
		<u>--If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.</u>	<u>(N)</u>

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the BellSouth Tariffs are owned by BellSouth Intellectual Property Corporation.

All trademarks contained herein which are not owned by BellSouth are the property of their respective owners.

ISSUED: September 28, 2007
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

EFFECTIVE: October 1, 2007

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	Competitive Acquisition \$100 Reward (for BUN36, BUN53, or BUN58)	Competitive Acquisition customers who are with another local service provider or are wireless substitutors will have a choice of either \$100 Target® gift card, Visa® card, or cash back when selecting BellSouth local service, purchasing BellSouth Complete Choice family plan or BellSouth PreferredPack plan and BSLD Unlimited calling plan. The customer must select Bundle 36, 53 or 58.	10/1/2007 (N) to 12/31/2007
		Rules and Regulations	(N)
		--Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address with in the BellSouth territory.	(N)
		--The customer must select BellSouth as their local service provider.	(N)
		--Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address within 30 (thirty) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.	(N)
		--This offer is not valid for out of region customers who are new to BellSouth, or existing BellSouth customers or BellSouth employees.	(N)
		--Customer must not have had local service with BellSouth at least 10 (ten) days prior to the new service connection date.	(N)
		--Offer valid for only one (1) service line at the intended local service	(N)
		--Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.	(N)
		--Customers may combine this offer with the service connection fee waiver promotion.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion any time without notice.	(N)
		--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.	(N)
		--The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	(N)
		--Customer must redeem online at www.att.com/rewardcenter once order is complete. The customer must select his reward at time of redemption.	(N)
		--If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.	(N)

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