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Marshall M. Criser III
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December 17, 2004

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, enclosed is a package filing for BellSouth Deluxe Rewards Promotion.

General Subscriber Service Tariff

Section A2 - Original Page 35.6.17
 - Original Page 35.6.17.1

The issue and effective dates for this tariff package are December 17, 2004 and January 3, 2005, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President

Attachments

Promotion Description

BELLSOUTH DELUXE REWARDS PROMOTION

Proposed Promotion

The BellSouth Deluxe Rewards Promotion will offer a fifty dollars (\$50.00) per line reward on the Subscriber's bill and is available to existing BellSouth customers who order a minimum of four (4) additional local exchange service lines per location. Subscribers must sign a twelve (12) month term election to participate in the program and receive the reward specified. The Promotion will begin on January 3, 2005 and end on August 31, 2005.

Promotion Specifics

1. Available only to existing BellSouth business customers subscribing to local exchange service.
2. Subscriber must have some level of BellSouth local exchange service and must purchase at least four (4) additional local exchange service lines per location to be eligible.
3. Subscriber must sign a twelve (12) month term election to receive the reward; Subscriber agrees to keep some level of local service with BellSouth under its General Subscriber Services Tariff (G.S.S.T.) for a minimum of twelve (12) months from the enrollment date in the Program.
4. Reward: one time, non-recurring reward of fifty dollars (\$50.00) bill credit per new line will be earned when the first order to add additional lines is completed. The Subscriber must sign and return the BellSouth® Deluxe Rewards Term Election Agreement with the order. Lines include 1FB, line equivalents and trunks including Centrex.
5. Eligible Lines Reward: must have some level of BellSouth local exchange service (and Subscriber must order at least four (4) additional lines) fifty dollars (\$50.00) per additional line.
6. The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or locations after the first initial order are not eligible for the fifty dollar (\$50.00) per line reward.
7. In addition to the reward, Subscribers who participate in the promotion and subscribe to new service during the promotional period will not be billed for line connection charges associated with the service order. This will include the Line Connection Charge (first and additional lines).
8. Participation in the Program begins on the date the Subscriber commits to a term election and BellSouth accepts (unless voided by BellSouth). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the Subscriber's term election agreement order and service is installed.

Tariff Filing Package Number: FL 2004-252

9. Subscribers with multi-locations may participate as long as at least four (4) additional lines are added at each location that participates. ONLY those locations adding at least four (4) additional lines may receive the Deluxe reward.
10. In the event the Subscriber terminates the election agreement, the Subscriber must pay to BellSouth the bill reward received. This charge will appear on the Subscriber's final bill as a charge in the OC&C section.
11. Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

Promotion Restrictions

1. Subscribers with aggregate annual billing, per state of BellSouth regulated services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.
2. Subscribers who are participating in the BellSouth® Deluxe Rewards program are not eligible to participate in CSAs, BellSouth® Welcoming Rewards Promotion, Complete Choice® for Business Rewards Plus Promotion, Complete Choice® for Business Plus Promotion, Complete Choice® for Business Elite Promotion, 2004 BellSouth Deluxe Rewards Promotion, BellSouth Additional Line offer or BellSouth Core New offer.
3. Payment of the termination charge does not release the Subscriber from other previous amounts owed to BST.
4. BellSouth reserves the right to terminate this program at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.

Tariff Filing Package Number: FL 2004-252

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 Deluxe Rewards Promotion	The BellSouth Deluxe Rewards Promotion will offer fifty dollars (\$50.00) per line reward on the Subscriber's bill and is available to existing BellSouth customers who order a minimum of four (4) additional local exchange service lines per location. Subscribers must sign a twelve (12) month term election to participate in the program and receive the reward specified.	01/03/05 to 08/31/05 (N)
		<u>Rules And Regulations</u>	(N)
		--Available only to existing BellSouth business customers subscribing to local exchange service.	(N)
		--Subscriber must have some level of BellSouth local exchange service and must purchase at least four (4) additional local exchange service lines per location to be eligible.	(N)
		--Subscriber must sign a twelve (12) month term election to receive the reward; Subscriber agrees to keep some level of local service with BellSouth under its General Subscriber Services Tariff (G.S.S.T.) for a minimum of twelve (12) months from the enrollment date in the Program.	(N)
		--The reward will appear as a one time, non-recurring fifty dollar (\$50.00) bill credit per new line earned when the first order to add additional lines is completed. The Subscriber must sign and return the BellSouth Deluxe Rewards Term Election Agreement with the order. Lines include 1FB, line equivalents and trunks including Centrex.	(N)
		--Eligible Lines Reward: must have some level of BellSouth local exchange service (and Subscriber must order at least four (4) additional lines) fifty dollars (\$50.00) per additional line.	(N)
		--The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or locations after the initial order has completed are not eligible for the fifty dollar (\$50.00) per line reward. In addition to the reward, Subscribers who participate in the promotion and subscribe to new service during the promotional period will not be billed connection charges associated with the service order. This will include the Line Connection Charge (first and additional lines).	(N)
		--Participation in the Program begins on the date the Subscriber commits to a term election and BellSouth accepts (unless voided by BellSouth). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the Subscriber's term election agreement order and service is installed.	(N)
		--Subscribers with multiple locations may participate as long as at least four (4) additional lines are added at each location that participates. Only those locations adding at least four (4) additional lines may receive the promotion reward.	(N)
		--In the event the Subscriber terminates the election agreement, the Subscriber must pay to BellSouth the bill reward received. This charge will appear on the Subscriber's final bill as a charge in the OC&C section.	(N)
		--Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.	(N)
		--Subscribers with aggregate annual billing, per state of BellSouth regulated services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.	(N)

ISSUED: December 17, 2004
BY: Joseph P. Lacher, President -FL
Miami, Florida

EFFECTIVE: January 3, 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 Deluxe Rewards Promotion	Rules and Regulations (Cont'd)	01/03/05 (N) to 08/31/05 (N)
		--Subscribers who are participating in the BellSouth Deluxe Rewards program are not eligible to participate in CSAs, BellSouth Welcoming Rewards Promotion, Complete Choice for Business Rewards Plus Promotion, Complete Choice for Business Plus Promotion, Complete Choice for Business Elite Promotion, 2004 BellSouth Deluxe Rewards Promotion, BellSouth Additional Line offer or BellSouth Core New offer. Payment of the termination charge does not release the Subscriber from other previous amounts owed to BST.	
		--Payment of the termination charge does not release the Subscriber from other previous amounts owed to BST.	(N)
		--BellSouth reserves the right to terminate this program at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)

List of Eligible Wire Centers

CLLI	CLLI	CLLI	CLLI	CLLI	CLLI	CLLI
BCRTFLBT	EGLLFLIH	HLWDFLWH	KYWSFLMA	MIAMFLPL	ORLDFLPH	SNFRFLOW
BCRTFLMA	FLBHFLMA	HTISFLMA	LKMRFLAB	MIAMFLRR	ORLDFLSA	STAGFLBS
BCRTFLSA	FRBHFLFP	HTISFLSP	LKMRFLMA	MIAMFLSH	ORPKFLMA	STAGFLSH
BLGLFLMA	FTLDFLAP	ISLMFLMA	MIAMFLAE	MIAMFLSO	ORPKFLRW	STRTFLJB
BYBHFLMA	FTLDFLCR	JCBHFLAB	MIAMFLAL	MIAMFLWD	OVIDFLCA	STRTFLMA
CCBHFLAF	FTLDFLCY	JCBHFLMA	MIAMFLAP	MIAMFLWM	PAHKFLMA	TTVLFLMA
CCBHFLMA	FTLDFLJA	JCBHFLSP	MIAMFLBA	MICCFLBB	PCBHFLNT	VRBHFLBE
COCOFLMA	FTLDFLMR	JCVLFLAR	MIAMFLBC	MLBRFLMA	PMBHFLCS	VRBHFLMA
COCOFLME	FTLDFLOA	JCVLFLBW	MIAMFLBR	MNDRFLAV	PMBHFLFE	WPBHFLAN
DBRYFLDL	FTLDFLPL	JCVLFLCL	MIAMFLCA	MNDRFLLO	PMBHFLMA	WPBHFLGA
DBRYFLMA	FTLDFLSG	JCVLFLFC	MIAMFLDB	MRTHFLVE	PMBHFLTA	WPBHFLGR
DELDFLMA	FTLDFLSU	JCVLFLIA	MIAMFLFL	NDADFLAC	PNCYFLCA	WPBHFLHH
DLBHFLKP	FTLDFLWN	JCVLFLJT	MIAMFLGR	NDADFLBR	PNSCFLBL	WPBHFLLE
DLBHFLMA	GLBRFLMC	JCVLFLNO	MIAMFLHL	NDADFLGG	PNSCFLFP	WPBHFLRB
DRBHFLMA	GSVLFLMA	JCVLFLRV	MIAMFLIC	NDADFLLOL	PNSCFLHC	WWSPFLSH
DYBHFLFN	GSVLFLNW	JCVLFLSJ	MIAMFLKE	NKLRFLMA	PNSCFLPB	
DYBHFLMA	HBSDFLMA	JCVLFLSM	MIAMFLME	NSBHFLMA	PNSCFLWA	
DYBHFLQB	HLWDFLCC	JCVLFLWC	MIAMFLNM	ORLDFLAP	PNVDFLMA	
DYBHFLQS	HLWDFLHA	JPTRFLMA	MIAMFLNS	ORLDFLCL	PRRNFLMA	
DYBHFLPO	HLWDFLMA	KYLRFLLS	MIAMFLOL	ORLDFLMA	PTSLFLSO	
EGLLFLBG	HLWDFLPE	KYLRFLMA	MIAMFLPB	ORLDFLPC	SNFRFLMA	

ISSUED: December 17, 2004

EFFECTIVE: January 3, 2005

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)

Area of Promotion	Service	Description	Period Authority
<u>BellSouth's Service Territory – From Central Office where services are available</u>	<u>BellSouth Deluxe Rewards Promotion</u>	<u>The BellSouth Deluxe Rewards Promotion will offer fifty dollars (\$50.00) per line reward on the Subscriber's bill and is available to existing BellSouth customers who order a minimum of four (4) additional local exchange service lines per location. Subscribers must sign a twelve (12) month term election to participate in the program and receive the reward specified.</u>	<u>01/03/05 to 08/31/05</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>--Available only to existing BellSouth business customers subscribing to local exchange service.</u>	(N)
		<u>--Subscriber must have some level of BellSouth local exchange service and must purchase at least four (4) additional local exchange service lines per location to be eligible.</u>	(N)
		<u>--Subscriber must sign a twelve (12) month term election to receive the reward; Subscriber agrees to keep some level of local service with BellSouth under its General Subscriber Services Tariff (G.S.S.T.) for a minimum of twelve (12) months from the enrollment date in the Program.</u>	(N)
		<u>--The reward will appear as a one time, non-recurring fifty dollar (\$50.00) bill credit per new line earned when the first order to add additional lines is completed. The Subscriber must sign and return the BellSouth Deluxe Rewards Term Election Agreement with the order. Lines include 1FB, line equivalents and trunks including Centrex.</u>	(N)
		<u>--Eligible Lines Reward: must have some level of BellSouth local exchange service (and Subscriber must order at least four (4) additional lines) fifty dollars (\$50.00) per additional line.</u>	(N)
		<u>--The reward will appear as a one-time credit in the OC&C section of the Subscriber's bill in a subsequent billing period usually within one or two billing cycles. New lines added to the account or locations after the initial order has completed are not eligible for the fifty dollar (\$50.00) per line reward. In addition to the reward, Subscribers who participate in the promotion and subscribe to new service during the promotional period will not be billed connection charges associated with the service order. This will include the Line Connection Charge (first and additional lines).</u>	(N)
		<u>--Participation in the Program begins on the date the Subscriber commits to a term election and BellSouth accepts (unless voided by BellSouth). Depending on the Subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the Subscriber's term election agreement order and service is installed.</u>	(N)
		<u>--Subscribers with multiple locations may participate as long as at least four (4) additional lines are added at each location that participates. Only those locations adding at least four (4) additional lines may receive the promotion reward.</u>	(N)
		<u>--In the event the Subscriber terminates the election agreement, the Subscriber must pay to BellSouth the bill reward received. This charge will appear on the Subscriber's final bill as a charge in the OC&C section.</u>	(N)
		<u>--Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.</u>	(N)
		<u>--Subscribers with aggregate annual billing, per state of BellSouth regulated services exceeding forty-two thousand dollars (\$42,000.00) at the time of enrollment, are not eligible to participate in this promotion.</u>	(N)

ISSUED: December 17, 2004

EFFECTIVE: January 3, 2005

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)

Area of Promotion	Service	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth Deluxe Rewards Promotion	Rules and Regulations (Cont'd)	01/03/05 (N)
		--Subscribers who are participating in the BellSouth Deluxe Rewards program are not eligible to participate in CSAs, BellSouth Welcoming Rewards Promotion, Complete Choice for Business Rewards Plus Promotion, Complete Choice for Business Plus Promotion, Complete Choice for Business Elite Promotion, 2004 BellSouth Deluxe Rewards Promotion, BellSouth Additional Line offer or BellSouth Core New offer. Payment of the termination charge does not release the Subscriber from other previous amounts owed to BST.	to 08/31/05 (N)
		--Payment of the termination charge does not release the Subscriber from other previous amounts owed to BST.	(N)
		--BellSouth reserves the right to terminate this program at any time; provided, however, that Subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)

List of Eligible Wire Centers

| CLLI |
|----------|----------|----------|----------|----------|----------|----------|
| BCRTFLBT | EGLLFLIH | HLWDFLWH | KYWSFLMA | MIAMFLPL | ORLDFLPH | SNFRFLOW |
| BCRTFLMA | FLBHFLMA | HTISFLMA | LKMRFLAB | MIAMFLRR | ORLDFLSA | STAGFLBS |
| BCRTFLSA | FRBHFLFP | HTISFLSP | LKMRFLMA | MIAMFLSH | ORPKFLMA | STAGFLSH |
| BLGLFLMA | FTLDFLAP | ISLMFLMA | MIAMFLAE | MIAMFLSO | ORPKFLRW | STRTFLJB |
| BYBHFLMA | FTLDFLCR | JCBHFLAB | MIAMFLAL | MIAMFLWD | OVIDFLCA | STRTFLMA |
| CCBHFLAF | FTLDFLCY | JCBHFLMA | MIAMFLAP | MIAMFLWM | PAHKFLMA | TTVLFLMA |
| CCBHFLMA | FTLDFLJA | JCBHFLSP | MIAMFLBA | MICCFLBB | PCBHFLNT | VRBHFLBE |
| COCOFLMA | FTLDFLMR | JCVLFLAR | MIAMFLBC | MLBRFLMA | PMBHFLCS | VRBHFLMA |
| COCOFLME | FTLDFLOA | JCVLFLBW | MIAMFLBR | MNDRFLAV | PMBHFLFE | WPBHFLAN |
| DBRYFLDL | FTLDFLPL | JCVLFLCL | MIAMFLCA | MNDRFLOO | PMBHFLMA | WPBHFLGA |
| DBRYFLMA | FTLDFLSG | JCVLFLFC | MIAMFLDB | MRTHFLVE | PMBHFLTA | WPBHFLGR |
| DELDFLMA | FTLDFLSU | JCVLFLIA | MIAMFLFL | NDADFLAC | PNCYFLCA | WPBHFLHH |
| DLBHFLKP | FTLDFLWN | JCVLFLJT | MIAMFLGR | NDADFLBR | PNSCFLBL | WPBHFLLE |
| DLBHFLMA | GLBRFLMC | JCVLFLNO | MIAMFLHL | NDADFLGG | PNSCFLFP | WPBHFLRB |
| DRBHFLMA | GSVLFLMA | JCVLFLRV | MIAMFLIC | NDADFLQL | PNSCFLHC | WWSPFLSH |
| DYBHFLFN | GSVLFLNW | JCVLFLSJ | MIAMFLKE | NKLRFLMA | PNSCFLPB | |
| DYBHFLMA | HBSDFLMA | JCVLFLSM | MIAMFLME | NSBHFLMA | PNSCFLWA | |
| DYBHFLQB | HLWDFLCC | JCVLFLWC | MIAMFLNM | ORLDFLAP | PNVDFLMA | |
| DYBHFLQS | HLWDFLHA | JPTRFLMA | MIAMFLNS | ORLDFLCL | PRRNFLMA | |
| DYBHFLPO | HLWDFLMA | KYLRFLLS | MIAMFLOL | ORLDFLMA | PTSLFLSO | |
| EGLLFLBG | HLWDFLPE | KYLRFLMA | MIAMFLPB | ORLDFLPC | SNFRFLMA | |