
BellSouth Telecommunications, Inc.
150 South Monroe Street
Suite 400
Tallahassee, Florida 32301

marshall.criser@bellsouth.com

April 15, 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 to extend the BellSouth USPSTarget® Card Offer.

Marshall M. Criser III
Vice President
Regulatory & External Affairs

(850) 224-7798
Fax (850) 224-5073

General Subscriber Service Tariff

Section A2 - 4th Page 35.6.8

The issue and effective dates for this tariff package are April 15 and May 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,

Marshall M. Criser III mrs

Regulatory Vice President

Attachments

Promotion Description

BELLSOUTH USPS TARGET® CARD OFFER EXTENSION

Proposed Promotion

BellSouth USPS Target® Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target® Gift Card valued at twenty-five dollars (\$25.00).

Promotion Specifics

1. This Promotion begins May 1, 2005 and ends December 31, 2005; the original start and end dates of this promotion were December 31, 2004 and April 30, 2005.

Restrictions/Eligibility Requirements

1. Orders must be placed via an online tool (listed in collateral).
2. Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.
3. Orders must be placed on or by December 31, 2005.
4. Offer is limited to one (1) eligible line per customer.
5. Offer may not be combined with Reacquisition \$100 Cash Back offer or Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver.
6. BellSouth reserves the right to modify this promotion at any time following any required Commission notice.

Tariff Filing Package Number: FL 2005-116

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the Tariff are owned by
BellSouth Intellectual Property Corporation
Target® is a registered trademark of Dayton-Hudson Brands

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	USPS Target® Card Offer	BellSouth USPS Target Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target Gift Card valued at twenty-five dollars (\$25.00).	10/28/04 to 12/31/05 (C)
		Rules And Regulations	
		--Orders must be placed via an online tool (listed in collateral).	
		--Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.	
		--Orders must be placed on or by <i>December 31, 2005</i> .	(C)
		--Offer is limited to one (1) eligible line per customer.	
		--Offer may not be combined with Reacquisition \$100 Cash Back or Gift Card offer or the Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver.	
		--BellSouth reserves the right to modify this promotion at any time following any required Commission notice.	

~~ISSUED: April 15, 2005~~ March 9, 2005
 BY: Joseph P. Lacher, President -FL
 Miami, Florida

EFFECTIVE: May 1, 2005 ~~March 24, 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	USPS Target® Card Offer	BellSouth USPS Target Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target Gift Card valued at twenty-five dollars (\$25.00).	10/28/04 (C) to 4/30/05 <u>12/31/05</u>
Rules And Regulations			
--Orders must be placed via an online tool (listed in collateral).			
--Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.			
--Orders must be placed on or by April 30, 2005 <u>December 31, 2005</u> . (C)			
--Offer is limited to one (1) eligible line per customer.			
--Offer may not be combined with Reacquisition \$100 Cash Back or Gift Card offer or the Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver. (F)			
--BellSouth reserves the right to modify this promotion at any time following any required Commission notice.			

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Visa is registered trademark of Visa International Service Association.