



Promotion Description

BELLSOUTH

BellSouth Telecommunications, Inc.

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June 30, 2006

Beth Salak, Director
Competitive Markets and Enforcement
Attn: Tariff Section
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to BellSouth's March 10, 2006 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, BellSouth will offer its WhiteFence Gift Card Offer promotion beginning July 1, 2006 through December 31, 2006. This promotion is available to customers who call an 800 number, which will be directed to a large team, or they can access a URL, which will connect them to e-store to place their order. Customers responding to the email by placing an N (new) or T (transfer) order will be eligible to receive a \$25 Target(R) Gift Card.

Your consideration is appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President



Promotion Description

Whitefence Gift Card Promotion

FL 2006-1135

OVERVIEW OF PROMOTION:

In accordance with the special promotions section of the General Subscriber Services Tariff, the Whitefence Gift Card Promotion is scheduled to begin on 7/1/2006 and end 12/31/2006.

Services Included in this Promotion:

1. Residential Local Exchange Service

PROMOTION SPECIFICS:

1. Whitefence will offer BellSouth service to their customers. Customers can call an 800 number, which will be directed to large team, or they can access a URL, which will connect them to e-store to place their order.
2. Customers responding to the email by placing an N (new) or T (transfer) order will be eligible to receive a \$25 Target(R) Gift Card.
3. Coupon redemption process will be utilized to fulfill gift card eligibility. The email will direct customers to a URL to print out the coupon that must be submitted.

PROMOTION RESTRICTIONS:

1. Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.
2. All customers within the 9-state BellSouth footprint are eligible for this offer.
3. Customer must place their order via the designated toll-free number or the specified URL.
4. Customer must place an N (new) or T (transfer) order with BellSouth.
5. BellSouth reserves the right to discontinue this promotion at any time without notice.
6. Customer must place their order on or before 12/31/06.
7. Coupon postmark deadline is 90 (ninety) calendar days from the order completion date to be eligible.
8. Offer may not be combined with reacquisition offers.
9. Offer may not be combined with any other cash back offers.
10. This offer is not available for resale.