



Jerry D. Hendrix
Vice President
Regulatory Relations

AT&T Florida
150 South Monroe St.
Suite 400
Tallahassee, FL 32301

T: 850-577-5550
F: 850-224-5073
Jerry.Hendrix@att.com
www.att.com

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 to extend the Loyalty promotion.

General Subscriber Service Tariff

Section A2 - 2nd Revised Page 35.6.65

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

Loyalty Promotion Extension #1503

Overview

The Loyalty Promotion is extended to 12/31/2007. This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC and APCC and any BSLD plan (\$1.00 Plan and above). Customers will receive a \$5.00 discount off their local service component. Customers with 2 Pack receive a \$2 or \$ 5 credit depending on their state. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.

Promotion Specifics

- Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC)
- Required - BSLD (\$1 plan or higher) - no discount
- Optional - DSL - no discount
- Optional - DTV - no discount
- Optional - WLS - no discount

Promotion Restrictions/Eligibility Requirements

1. This offer is available for customers that are calling in to disconnect local service with the new AT&T.
2. Customers are eligible to subscribe to other affiliate products.
3. This bundle is valid for only one (1) service line at the intended local service address.
4. The Saves Closer coupons cannot be combined with this Save bundle.
5. Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill. If the customer cancels or discontinues one or more of the required services, they will be ineligible for the discount.
6. BellSouth reserves the right to discontinue or modify this bundle at any time without notice.
7. This bundle may be combined with cash back offers or other promotional offers on the same services, 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.
8. The customer must place their order through a BellSouth channel: business office
9. Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).

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 <i>Florida</i> Territory – From Central Office where services are available	Loyalty Promotion (BUN80)	This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC, and APCC, any BSLD (BellSouth Long Distance) plan (\$1.00 Plan and above). Customers with 2 Pack receive a \$2 credit. All other customers will receive a \$5.00 discount off their local service component. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.	5/31/2007 to 12/31/2007 (C)

- Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC).
- Required - BSLD (\$1 plan or higher) - no discount.
- Optional - DSL - no discount.
- Optional - DTV - no discount.
- Optional - WLS - no discount.

Rules and Regulations

- This offer is available for customers that are calling in to disconnect local service with the new AT&T.
- Customers are eligible to subscribe to other affiliate products.
- This bundle is valid for only one (1) service line at the intended local service address.
- The Saves Closer coupons cannot be combined with this Save bundle.
- Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill. If the customer cancels or discontinues one or more of the required services, they will be ineligible for the discount.
- BellSouth reserves the right to discontinue or modify this bundle at any time without notice.
- This bundle may be combined with cash back offers or other promotional offers on the same services, 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.
- The customer must place their order through a BellSouth channel: business office Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).

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's <u>Florida</u> Service Territory – From Central Office where services are available	Loyalty Promotion (BUN80)	This offer provides a discounted voice product (local and LD) bundle for customers who call in to disconnect their local service. The required bundle of services is 2Pack, BPP, CC, and APCC, any BSLD (BellSouth Long Distance) plan (\$1.00 Plan and above). Customers with 2 Pack receive a \$2 credit. All other customers will receive a \$5.00 discount off their local service component. Customers may have other affiliates with the bundle however there are no additional discounts. If there is a save closer coupon available it is not available with this bundle.	5/31/2007 (C) to <u>9/30/2007</u> <u>2/31/2007</u>

--Required - 2-Pack, BellSouth PreferredPack (BPP), Complete Choice (CC) or Area Plus with Complete Choice (APCC).

--Required - BSLD (\$1 plan or higher) - no discount.

--Optional - DSL - no discount.

--Optional - DTV - no discount.

--Optional - WLS - no discount.

Rules and Regulations

--This offer is available for customers that are calling in to disconnect local service with the new AT&T.

--Customers are eligible to subscribe to other affiliate products.

--This bundle is valid for only one (1) service line at the intended local service address.

--The Saves Closer coupons cannot be combined with this Save bundle.

--Once the customer completes the above requirements they will receive the specified discount for the specified products on their monthly bill. If the customer cancels or discontinues one or more of the required services, they will be ineligible for the discount.

--BellSouth reserves the right to discontinue or modify this bundle at any time without notice.

--This bundle may be combined with cash back offers or other promotional offers on the same services, 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.

--The customer must place their order through a BellSouth channel: business office
 Product specific eligibility and product specific requirements will be adhered to as done today (for example: international long distance plans require BellSouth interstate long distance service).