



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

October 31, 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 Saves \$25 Closer Coupon promotion

General Subscriber Service Tariff

Section A2 - First Revised Page 35.6.77

The issue and effective dates for this tariff package are October 31, 2007 and November 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,

Regulatory Vice President
Attachments

Promotion Description

Saves \$25 Reward #1535

Overview

The Saves \$25 Reward promotion is extended to 1/31/2008. A \$25 Saves Closer Coupon would be available to existing residential customers who contact BellSouth to disconnect service in attempt as an incentive to prevent the customer from disconnecting their local service. Customer must retain 2-Pack or Preferred Pack feature package.

Promotion Specifics

Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.

Promotion Restrictions/Eligibility Requirements

1. Customer must retain 2 Pack or Preferred Pack feature package plan.
2. Customer must redeem within the specified time frame at www.att.com.bellsouthrewards.
3. Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.
6. Offer valid in 9 states within the BellSouth footprint.
7. Offer 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. If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.
9. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
10. Offer valid for only one (1) service line at the intended local service address.
11. Offer available only to customers calling in to disconnect their local service.
12. Customer must redeem at www.att.com/bellsouthreward.
13. Service must be active on customer's account at time of redemption.
14. Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local 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 Florida Service Territory – From Central Office where services are available	Saves \$25 Closer Coupon	Existing residential customers who contact BellSouth and request to disconnect their service will be eligible to receive a \$25 Reward if they agree to extend their service with BellSouth. Reward is limited to customers who purchase a 2 Pack Plan or Preferred Pack feature package.	10/1/2007 (N) (C) to 10/31/2007 <u>g</u>
		Rules and Regulations	(N)
		--Customer must retain 2 Pack or Preferred Pack feature package plan.	(N)
		--Customer must redeem within the specified time frame at www.att.com.bellsouthrewards .	(N)
		--Customer must be a 2 Pack or BPP package subscriber upon redemption in order to receive reward.	(N)
		--Offer 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.	(N)
		--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		--Offer valid for only one (1) service line at the intended local service address.	(N)
		--Offer available only to customers calling in to disconnect their local service.	(N)
		--Customer must redeem at www.att.com/bellsouthreward .	(N)
		--Service must be active on customer's account at time of redemption.	(N)
		--Offer available to existing BellSouth residential customers who contact BellSouth to disconnect their existing local service.	(N)

A2. GENERAL REGULATIONS

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