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January 17, 2005

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

Dear Ms. Salak:

Enclosed is a package filing for BellSouth IFR Reacquisition Offer.

General Subscriber Service Tariff

Section A2

- Original Page 35.6.22

The issue and effective dates for this tariff package are January 17, 2005 and February 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,

Regulatory Vice President

Attachments

PROMOTION DESCRIPTION

Reacq 1FR Offer

Proposed Promotion

The BellSouth Reacq 1FR Offer combines a Basic Line service (1FR or similar service), plus two (2) features, plus a BSLD (BellSouth Long Distance) plan. This offer begins February 1, 2005 and ends December 31, 2005.

Promotion Specifics

1. This offer will provide the customer with twelve (12) free months of service for their two (2) features.
2. Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (\$50.00) cash back.

Promotion Restrictions

1. Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
2. Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.
3. The customer must switch their local service to BellSouth and concurrently purchase both BellSouth basic service and at least two additional features from BellSouth.
4. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
5. For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return the coupon to the specified address by a specified date.
6. Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible.
7. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
8. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
9. Offer may not be combined with other cash back offers for the same service at the same time
10. Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months.
11. Customers may combine this promotion with the service connection fee waiver promotion.
12. Employees of BellSouth are not eligible for this offer.
13. Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.

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 Reacq 1FR Offer	The BellSouth Reacq 1FR Offer combines a Basic Line service (1FR or similar service), plus two (2) features, plus a BSLD (BellSouth Long Distance) plan. This offer begins February 1, 2005 and ends December 31, 2005.	2/1/05 to 12/31/05 (N)
		Rules And Regulations	(N)
		-- This offer will provide the customer with twelve (12) free months of service for their two (2) features.	(N)
		-- Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (\$50.00) cash back.	(N)
		-- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.	(N)
		-- Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.	(N)
		-- Customer must not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.	(N)
		-- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	(N)
		-- For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date.	(N)
		-- Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible.	(N)
		-- BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		-- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.	(N)
		-- Offer may not be combined with other cash back offers for the same service at the same time.	(N)
		-- Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months.	(N)
		-- Customers may combine this promotion with the service connection fee waiver promotion.	(N)
		-- Employees of BellSouth are not eligible for this offer.	(N)
		-- Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.	(N)

ISSUED: January 17, 2005

EFFECTIVE: February 1, 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 Reacq 1FR Offer</u>	<u>The BellSouth Reacq 1FR Offer combines a Basic Line service (1FR or similar service), plus two (2) features, plus a BSLD (BellSouth Long Distance) plan. This offer begins February 1, 2005 and ends December 31, 2005.</u>	<u>2/1/05 to 12/31/05</u> (N)
		<u>Rules And Regulations</u>	(N)
		<u>-- This offer will provide the customer with twelve (12) free months of service for their two (2) features.</u>	(N)
		<u>-- Customers accepting this offer plus an LD plan will also receive a coupon redeemable for up to fifty dollars (\$50.00) cash back.</u>	(N)
		<u>-- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.</u>	(N)
		<u>-- Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.</u>	(N)
		<u>-- Customer must not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.</u>	(N)
		<u>-- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.</u>	(N)
		<u>-- For Cash Back, the customer must subscribe to two (2) features and a BellSouth Long Distance plan and return coupon to the specified address by a specified date.</u>	(N)
		<u>-- Once the customer completes the requirements they will receive a check for up to fifty dollars (\$50.00). Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, they will be ineligible.</u>	(N)
		<u>-- BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</u>	(N)
		<u>-- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.</u>	(N)
		<u>-- Offer may not be combined with other cash back offers for the same service at the same time.</u>	(N)
		<u>-- Customer is eligible for one (re)acquisition cash back promotion per twelve (12) months.</u>	(N)
		<u>-- Customers may combine this promotion with the service connection fee waiver promotion.</u>	(N)
		<u>-- Employees of BellSouth are not eligible for this offer.</u>	(N)
		<u>-- Customer has ninety (90) days to respond after receipt of the cash back coupon. After ninety (90) days, the customer is ineligible for the cash back promotion.</u>	(N)