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July 12, 2010

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff
Section A2 - Original Page 35.6.88.1

The purpose of this filing is to introduce a new \$5 x 12 Month Retention Promotion for Residential customers. This Special Promotion will end December 31, 2010.

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

\$5 X 12 Months Retention Promotion

Overview

The \$5 X 12 Months Retention Promotion is scheduled to begin on 7/13/2010 and end on 12/31/2010. Residential customers who call to disconnect their local telephone service may be eligible to receive a \$5.00 monthly recurring bill credit for 12 months if they elect to stay with AT&T and have or add the Complete Choice Basic or Complete Choice Enhanced package.

Promotion Specifics

Existing AT&T customers who contact the Company to discontinue service and agree to keep service and the required package will be eligible to receive a bill credit of \$5.00 per line (for a maximum of 2 lines). The customer must retain the package(s) for a minimum of 30 days in order to be eligible for the offer.

Promotion Restrictions/Eligibility Requirements

- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines
- Customers must have or add Complete Choice Basic or Complete Choice Enhanced to be eligible.
- This offer can cover a maximum of 2 lines or a maximum reward of \$10.
- The offer cannot be combined with any other regulated retention promotion that provides a monthly discount.
- This promotion is only available for retention purposes.
- AT&T employees are not eligible for this offer.
- Customers with the Complete Choice Basic or Complete Choice Enhanced package are eligible for this offer except during a downgrade from Complete Choice Enhanced to Complete Choice Basic.
- Customers subscribing to Complete Choice Enhanced or Complete Choice Basic must have the access line in service for a minimum of 60 days before the customer becomes eligible for this offer
- Customers must retain the required services for 30 days to receive the benefit of this offer.

ISSUED: July 12, 2010 ~~ISSUED: July 12, 2010~~ ~~ISSUED: (date)~~ EFFECTIVE: July 13, 2010 ~~EFFECTIVE: July 13, 2010~~ ~~EFFECTIVE: (date)~~

BY: Marshall M. Criser III, President - FL ~~BY: Marshall M. Criser III, President - FL~~ ~~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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
AT&T Florida Service Territory – From Central Office where services are available	\$5 x 12 Month Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have Complete Choice Basic or Complete Choice Enhanced may be eligible to receive a \$5 per month bill credit for 12 months on a maximum of 2 access lines.	<u>07/13/2010</u> to <u>12/31/2010</u>
		<u>Rules and Regulations</u>	(N)
		-- Customer must have Complete Choice Basic or Complete Choice Enhanced to be eligible for this offer.	(N)
		-- Customers with the Complete Choice Basic or Complete Choice Enhanced package are eligible for this offer except during a downgrade from Complete Choice Enhanced to Complete Choice Basic.	(N)
		-- The access line(s) must be in service for a minimum of 60 days before the customer is eligible for the promotion.	(N)
		-- AT&T employees are not eligible for this offer.	(N)
		-- Customer must be calling into AT&T to disconnect their local service.	(N)
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).	(N)
		-- Not stackable with any other regulated retention promotion.	(N)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	(N)
		-- This promotion is only available for retention purposes.	(N)
		-- Nonrecurring charges will be waived for customers adding features to meet the Complete Choice Basic or Complete Choice Enhanced package requirements.	(N)
		-- Customers must retain the required services for 30 days to receive the benefit of this offer.	(N)
		-- The monthly bill credit stays in effect as long as the customer remains at the same address.	(N)

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	\$5 x 12 Month Residence Access Line Retention Offer	Residential customers who call to disconnect service with AT&T and elect to stay and have Complete Choice Basic or Complete Choice Enhanced may be eligible to receive a \$5 per month bill credit for 12 months on a maximum of 2 access lines.	07/13/10 to 12/31/10 (N)
		Rules and Regulations	(N)
		-- Customer must have Complete Choice Basic or Complete Choice Enhanced to be eligible for this offer.	(N)
		-- Customers with the Complete Choice Basic or Complete Choice Enhanced package are eligible for this offer except during a downgrade from Complete Choice Enhanced to Complete Choice Basic.	(N)
		-- The access line(s) must be in service for a minimum of 60 days before the customer is eligible for the promotion.	(N)
		-- AT&T employees are not eligible for this offer.	(N)
		-- Customer must be calling into AT&T to disconnect their local service.	(N)
		-- This offer is available on a maximum of two (2) lines (a maximum monthly reward of \$10).	(N)
		-- Not stackable with any other regulated retention promotion.	(N)
		-- Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	(N)
		-- This promotion is only available for retention purposes.	(N)
		-- Nonrecurring charges will be waived for customers adding features to meet the Complete Choice Basic or Complete Choice Enhanced package requirements.	(N)
		-- Customers must retain the required services for 30 days to receive the benefit of this offer.	(N)
		-- The monthly bill credit stays in effect as long as the customer remains at the same address.	(N)