

Jerry D. Hendrix Vice President Regulatory Relations

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September 30, 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:

<u>General Subscriber Service Tariff</u> Section A2 - Sixth Revised Page 35.6.89

The purpose of this filing is to revise the existing \$10 Additional Line (ADL) Retention Save Offer to extend the offer through March 31, 2011. This Special Promotion will end March 31, 2011.

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

\$10 Additional Line (ADL) Retention Save Offer Extension

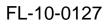
Overview of Promotion

The Company plans to change the end date for the \$10 Additional Line (ADL) Retention Save Offer special promotion. The new end date for this special promotion will be March 31, 2011. The current end date is September 30, 2010. All other elements of this promotion will remain unchanged.

Promotion Modification

This promotion is modified to change the offer end date to March 31, 2011. This modification will be effective October 1, 2010.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.



BELLSOUTH 35.6.89 TELECOMMUNICATIONS, INC. 35.6.89

ISSUED: September 30, 2010ISSUED: March 31, 2010

BY: Marshall M. Criser III, President -FL

Miami, Florida

Cancels Fifth Revised Page 35.6.89 Cancels Fourth Revised Page

EFFECTIVE: October 1, 2010EFFECTIVE: April 1, 2010

Period

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

The following promotions are on file with the Commission: (Cont'd) A.

				Perioa	
	Area of Promotion	Service	Description	Authority	
	AT&T Florida Service	Residential	Residential customers who call to disconnect additional access lines may be offered a	01/01/2010	(C)
	Territory – From	Additional Line	monthly bill credit of \$10 if they have or purchase Complete Choice or Complete Choice	to	
	Central Office where	(ADL) \$10	Enhanced on their primary line.	09/30/2010	
		Retention Save Offer		<u>3/31/2011</u>	
			Rules and Regulations		
			Only one (1) \$10 credit per customer account.		
			Primary lines are not eligible for offer.		
			The credit will appear on the bill as Promotional Discount.		
			This offer is available only on additional lines, not available for primary lines.		
			Offer requires that the customer must have or purchase Complete Choice or Complete		
			Choice Enhanced on their primary line.		
			choice Emilanced on then primary inte.		
			If Complete Choice or Complete Choice Enhanced is removed from the customer		
			account, customer is no longer eligible for the monthly promotional credit.		
			This promotion may not be combined with any other cash back offers or monthly		
			discounts on local service products.		
			Offer can be combined with promotions on affiliates like DSL, DISH, and Cingular.		
			Offer can be combined with non-regulated Telco offers.		
			Offer can be combined with any bundles.		

Period

BELLSOUTH

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

The following promotions are on file with the Commission: (Cont'd) А.

Area of Promotion	Service	Description	Authority	
AT&T Florida Service	Residential	Residential customers who call to disconnect additional access lines may be offered a	01/01/2010	(C)
Territory – From	Additional Line	monthly bill credit of \$10 if they have or purchase Complete Choice or Complete Choice	to	
Central Office where	(ADL) \$10	Enhanced on their primary line.	3/31/2011	
services are available	Retention Save			
	Offer	Rules and Regulations		
		Only one (1) \$10 credit per customer account.		

- -- Primary lines are not eligible for offer.
- -- The credit will appear on the bill as Promotional Discount.
- -- This offer is available only on additional lines, not available for primary lines.
- -- Offer requires that the customer must have or purchase Complete Choice or Complete Choice Enhanced on their primary line.
- -- If Complete Choice or Complete Choice Enhanced is removed from the customer account, customer is no longer eligible for the monthly promotional credit.
- -- This promotion may not be combined with any other cash back offers or monthly discounts on local service products.
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- -- Offer can be combined with non-regulated Telco offers.
- -- Offer can be combined with any bundles.