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*BellSouth Telecommunications, Inc.*  
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Tallahassee, Florida 32301

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September 16, 2004

*Marshall M. Criser III*  
Vice President  
Regulatory & External Affairs

(850) 224-7798  
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Ms. Beth Salak  
Director Of Competitive Markets and Enforcement  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

The purpose of this filing is to introduce a special promotion that BellSouth plans to begin on October 1, 2004 and end on December 29, 2005. Qualifying Subscribers will be eligible for the BellSouth Centrex service that offers a waiver of installation charges and a waiver of Centrex service monthly charges. Attached is a description of the promotion specifics and restrictions. Also attached for filing with the Commission are the following pages of BellSouth's General Subscriber Services and Private Line Services Tariffs:

**General Subscriber Services Tariff**

- A2.10                   - Original Page 33.75  
                              - Original Page 33.76

Yours very truly,

Marshall M. Criser III (mrs)

Regulatory Vice President

Attachment(s)

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**4Q04 BellSouth Centrex Promotion  
(FL2004-183)**

**OVERVIEW OF PROMOTION:**

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth plans the following promotion that begins October 1, 2004 and ends December 29, 2004. This BellSouth Centrex service promotion offers a waiver of installation charges and a waiver of Centrex service monthly charges as described following.

Services Included in this Promotion:

1. BellSouth Centrex service

**PROMOTION SPECIFICS:**

1. This promotion is available to all new and existing Business Subscribers who meet all the eligibility requirements outlined in this promotion description.
2. Subscribers must sign a term agreement between October 1, 2004 and December 29, 2004 in order to participate in this promotion. Following this promotion window, Subscribers are not allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. Subscribers who purchase BellSouth Centrex service by signing a minimum twenty-four (24) months or greater BellSouth Centrex term agreement will receive:
  - a. Waiver of installation charges (as defined in Section A4 of BellSouth's Tariff)
  - b. One (1) month of BellSouth Centrex service at no charge
4. Specific features included in this promotion are:
  - a. Common Equipment
  - b. Non-ISDN feature package
  - c. Non-ISDN station links
  - d. Network Access Registers (NARS)
  - e. Hunting where applicable
5. Promotion rewards will appear as a credit in the Other Charges & Credits section of the Subscriber's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.
6. BellSouth ESSX service and BellSouth MultiServ service Subscribers who migrate to BellSouth Centrex are also eligible for this promotion. BellSouth Centrex service customers with an expired contract or with six (6) months or less remaining are also eligible for this promotion.

**PROMOTION RESTRICTIONS/ELIGIBILITY REQUIREMENTS:**

1. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program, or Contract Service Arrangement offered by BellSouth, except for BellSouth Key Customer, BellSouth Simple Savings, BellSouth Welcoming Rewards, and/or BellSouth Business Winning Rewards.
  2. This promotion is only available to customers where BellSouth offers service and where facilities are available.
  3. Applicable taxes and fees will be based on the full retail price of all products and services. No taxes or fees will be added to the amount of any reward under this program.
  4. There is a limit of one (1) reward on the same account, at the same address, and in the same name.
  5. Existing contracts may not be re-negotiated in order to receive this promotion unless contract is within six (6) months of expiration.
  6. BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
  7. BellSouth reserves the right to terminate this promotion at any time.
  8. Should the subscriber terminate the service purchased under this agreement before the term expires for reasons other than BellSouth's material breach, the subscriber shall reimburse BellSouth for the installation charges that were waived for the affected services as part of this promotion and shall pay any other applicable termination charges as described in A2.4.10 of BellSouth's Tariff. This charge will appear on the subscriber's final bill as a charge in the Other Charges & Credits section.
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**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)

<b>Area of Promotion</b>	<b>Service</b>	<b>Charges Waived</b>	<b>Period Authority</b>
BellSouth's Service Territory	4Q04 BellSouth Centrex Promotion	BellSouth plans the following promotion beginning October 1, 2004 and ending December 29, 2004. This promotion offers BellSouth Centrex service Subscribers signing a twenty-four (24) month or greater BellSouth Centrex term agreement a waiver of installation charges on select BellSouth Centrex features and a waiver of one (1) month of BellSouth Centrex service monthly recurring charges. Complete details of this promotion are described below.	10/01/04 to 12/29/04
-- From Central Offices where services are available			
		<b>PROMOTION SPECIFICS:</b>	
		--This promotion is available to all new and existing Business Subscribers who meet all the eligibility requirements outlined in this promotion description. Subscribers must sign a twenty-four (24) month or greater BellSouth Centrex term agreement between October 1, 2004 and December 29, 2004 in order to participate in this promotion. Following this promotion window, Subscribers are not allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.	
		--Subscribers who purchase BellSouth Centrex service by signing a twenty-four (24) month or greater BellSouth Centrex term agreement will receive a waiver of one (1) month of BellSouth Centrex service monthly recurring charges, and a waiver of installation charges (as defined in Section A4 of BellSouth's Tariff). Specific BellSouth Centrex service features included in this promotion are:	
		- Common Equipment*	
		- Non-ISDN feature package*	
		- Non-ISDN station links*	
		- Network Access Registers (NARs)	
		- Hunting (where applicable)	
		- (*A4 charges will be waived for these only)	
		--Promotion rewards will appear as a credit in the Other Charges & Credits section of the Subscriber's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.	
		--BellSouth ESSX service and BellSouth MultiServ service Subscribers who migrate to BellSouth Centrex service are also eligible for this promotion. BellSouth Centrex service customers with an expired contract or with six (6) months or less remaining are also eligible for this promotion.	
		<b>PROMOTION RESTRICTIONS:</b>	
		--Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program, or Contract Service Arrangement offered by BellSouth, except for BellSouth Key Customer, BellSouth Simple Savings, BellSouth Welcoming Rewards, and BellSouth Business Winning Rewards.	
		--This promotion is only available to customers where BellSouth offers service and where facilities are available.	
		--Applicable taxes and fees will be based on the full retail price of all products and services. No taxes or fees will be added to the amount of any reward under this program.	
		--There is a limit of one (1) reward on the same account, at the same address, and in the same name. Existing contracts may not be re-negotiated in order to receive this promotion unless contract is within six (6) months of expiration.	

ISSUED: September 16, 2004  
 BY: Joseph P. Lacher, President -FL  
 Miami, Florida

EFFECTIVE: October 1, 2004

## 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	Charges Waived	Period Authority	
BellSouth's Service Territory	4Q04 BellSouth Centrex Promotion (Cont'd)	--BellSouth reserves the right to modify this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including, but not limited to, letters, emails, or faxes. BellSouth reserves the right to terminate this promotion at any time.	10/01/04 to 12/29/04	(N)
-- From Central Offices where services are available		-- Should the Subscriber terminate the service purchased under this agreement before the term expires for reasons other than BellSouth's material breach, the Subscriber shall reimburse BellSouth for the installation charges that were waived for the affected services as part of this promotion and shall pay any other applicable termination charges as described in A2.4.10 of BellSouth's Tariff. This charge will appear on the Subscriber's final bill as a charge in the Other Charges & Credits section.		(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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Charges Waived</u>	<u>Period Authority</u>
BellSouth's Service Territory	4Q04 BellSouth Centrex Promotion	BellSouth plans the following promotion beginning October 1, 2004 and ending December 29, 2004. This promotion offers BellSouth Centrex service Subscribers signing a twenty-four (24) month or greater BellSouth Centrex term agreement a waiver of installation charges on select BellSouth Centrex features and a waiver of one (1) month of BellSouth Centrex service monthly recurring charges. Complete details of this promotion are described below.	10/01/04 to 12/29/04
-- From Central Offices where services are available			

**PROMOTION SPECIFICS:**

--This promotion is available to all new and existing Business Subscribers who meet all the eligibility requirements outlined in this promotion description. Subscribers must sign a twenty-four (24) month or greater BellSouth Centrex term agreement between October 1, 2004 and December 29, 2004 in order to participate in this promotion. Following this promotion window, Subscribers are not allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.

--Subscribers who purchase BellSouth Centrex service by signing a twenty-four (24) month or greater BellSouth Centrex term agreement will receive a waiver of one (1) month of BellSouth Centrex service monthly recurring charges, and a waiver of installation charges (as defined in Section A4 of BellSouth's Tariff). Specific BellSouth Centrex service features included in this promotion are:

- Common Equipment\*
- Non-ISDN feature package\*
- Non-ISDN station links\*
- Network Access Registers (NARs)
- Hunting (where applicable)
- (\*A4 charges will be waived for these only)

--Promotion rewards will appear as a credit in the Other Charges & Credits section of the Subscriber's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.

--BellSouth ESSX service and BellSouth MultiServ service Subscribers who migrate to BellSouth Centrex service are also eligible for this promotion. BellSouth Centrex service customers with an expired contract or with six (6) months or less remaining are also eligible for this promotion.

**PROMOTION RESTRICTIONS:**

--Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program, or Contract Service Arrangement offered by BellSouth, except for BellSouth Key Customer, BellSouth Simple Savings, BellSouth Welcoming Rewards, and BellSouth Business Winning Rewards.

--This promotion is only available to customers where BellSouth offers service and where facilities are available.

--Applicable taxes and fees will be based on the full retail price of all products and services. No taxes or fees will be added to the amount of any reward under this program.

--There is a limit of one (1) reward on the same account, at the same address, and in the same name. Existing contracts may not be re-negotiated in order to receive this promotion unless contract is within six (6) months of expiration.

TELECOMMUNICATIONS, INC.

FLORIDA

ISSUED: September 16, 2004

EFFECTIVE: October 1, 2004

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>Charges Waived</u>	<u>Period</u>	<u>Authority</u>
BellSouth's Service Territory	4Q04 BellSouth Centrex Promotion (Cont'd)	--BellSouth reserves the right to modify this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including, but not limited to, letters, emails, or faxes. BellSouth reserves the right to terminate this promotion at any time.	10/01/04 to 12/29/04	(b) (8)
-- From Central Offices where services are available		-- Should the Subscriber terminate the service purchased under this agreement before the term expires for reasons other than BellSouth's material breach, the Subscriber shall reimburse BellSouth for the installation charges that were waived for the affected services as part of this promotion and shall pay any other applicable termination charges as described in A2.4.10 of BellSouth's Tariff. This charge will appear on the Subscriber's final bill as a charge in the Other Charges & Credits section.		(b) (8)