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October 13, 2004

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 USPS Target Card Offer Extension.

General Subscriber Service Tariff

Section A2

- Original Page 35.6.8

The issue and effective dates for this tariff package are October 13, 2004 and October 28, 2004, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III (mrs)

Regulatory Vice President

Attachments

Promotion Description

BELLSOUTH USPS TARGET® CARD OFFER EXTENSION

Proposed Promotion

BellSouth USPS Target® Card Offer is currently available from July 10, 2004 to October 27, 2004. This offer is being extended from October 28, 2004 to December 31, 2004. This offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target® Gift Card valued at twenty-five dollars (\$25.00).

Promotion Specifics

1. This extended offer begins October 28, 2004 and ends December 31, 2004.

Restrictions/Eligibility Requirements

1. Orders must be placed via an online tool (listed in collateral).
2. Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.
3. Orders must be placed on or by December 31, 2004.
4. Offer is limited to one (1) eligible line per customer.
5. Offer may not be combined with Reacquisition \$100 Cash Back offer or Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver.
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.

Tariff Filing Package Number: FL 2004-134

All BellSouth marks contained herein and as set forth in the trademarks and service marks section of the Tariff are owned by
BellSouth Intellectual Property Corporation
Target® is a registered trademark of Dayton-Hudson Brands
VISA® is a registered service mark of VISA®

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	USPS Target® Card Offer	BellSouth USPS Target® Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target® Gift Card valued at twenty-five dollars (\$25.00).	10/28/04 to 12/31/04	(C)
		Rules And Regulations		
		--Orders must be placed via an online tool (listed in collateral).		
		--Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.		
		--Orders must be placed on or by December 31, 2004 .		(C)
		--Offer is limited to one (1) eligible line per customer.		
		--Offer may not be combined with Reacquisition \$100 Cash Back offer or the Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver.		
		--BellSouth reserves the right to modify this promotion at any time following any required Commission notice.		

ISSUED: ~~October 13, 2004~~ ~~June 25, 2004~~
 BY: Joseph P. Lacher, President -FL
 Miami, Florida

EFFECTIVE: ~~October 28, 2004~~ ~~July 10, 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	USPS Target® Card Offer	BellSouth USPS Target® Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target® Gift Card valued at twenty-five dollars (\$25.00).	07/10/04 <u>10/27/04</u> (N)(C) <u>28/04</u> to <u>10/27/04</u> <u>12/31/04</u> (N)
		Rules And Regulations	(N)
		--Orders must be placed via an online tool (listed in collateral).	(N)
		--Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.	(N)
		--Orders must be placed on or by October 27, 2004 <u>December 31, 2004</u> .	(N)(C)
		--Offer is limited to one (1) eligible line per customer.	(N)
		--Offer may not be combined with Reacquisition \$100 Cash Back offer or the Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connections Waiver.	(N)
		--BellSouth reserves the right to modify this promotion at any time following any required Commission notice.	(N)

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