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October 15, 2004

Ms. Beth Salak
Director Of Competitive Markets and Enforcement
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 BellSouth's General Subscriber Service Tariff:

General Subscriber Service Tariff

Section A2 - Third Revised Page 33.6.2

The purpose of this filing is to modify the existing BellSouth Premium Incentive promotion to eliminate the BellSouth Long Distance reward effective November 1, 2004.

Please acknowledge receipt of this tariff by signing and returning the second copy of this letter.

Yours very truly,

Marshall M. Criser III (mrs)

Regulatory Vice President

Attachment(s)

Florida
Promotion Description

BellSouth Premium Incentive Promotion

OVERVIEW OF PROMOTION MODIFICATION

BellSouth began offering the BellSouth Premium Incentive Promotion on May 17, 2004, as set forth in the GSST, Section A2.10.2. This promotion is scheduled to end on December 31, 2004.

This filing requests the modification of this promotion to eliminate the BellSouth Long Distance (BSLD) reward option. A debit card and a BSLD Domestic Packaged 250 Bonus Minutes option are currently available to participating customers. Only the debit card will be available after October 31, 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	BellSouth Premium Incentive Promotion	BellSouth business subscribers currently enrolled in a BellSouth Local Service Term Agreement scheduled to expire within 120 days who elect to sign a new BellSouth Local Service Term Election Agreement during the promotional period may choose a special promotional reward. Details of this special promotion are outlined below:	05/17/04 to 12/31/04
		1. This promotion is available to BellSouth business subscribers who have 120 days or less remaining on an existing Local Service Election Agreement.	(N)
		2. Subscribers must sign a new Local Service Term Election Agreement during the promotional period in order to participate in this promotion.	(N)
		3. Qualifying subscribers may choose one of the following promotional rewards reward:	(N)
		- Twenty-five dollar (\$25) BellSouth VIPGift VISA Debit Card	(N)
		- (DELETED) BellSouth Long Distance domestic packaged two hundred and fifty (250) bonus minutes	(N)
		4. The BellSouth VIPGift VISA Debit Card can be used to obtain cash from automated teller machines (ATMs) or utilized nationwide at retail establishments where VISA is accepted. Subscribers must agree to terms and conditions of card utilization.	(N)
		5. (DELETED) Subscribers who choose the BellSouth Long Distance domestic packaged bonus minutes must also sign a new BellSouth Long Distance Term Plan of 12, 24 or 36 months. The subscriber will receive the BellSouth Long Distance packaged bonus minutes one time and the unused minutes will expire after 90 days. The bonus minutes will be applied to the first full billing cycle after the new term election agreement has been signed.	(N)
		6. Qualified subscribers may receive only one reward per Local Service Term Agreement per billing account.	(N)
		7. Subscribers participating in the following BellSouth programs, special promotions or Contract Service Arrangements (CSAs) are not eligible for this special promotion: Volume and Term Agreement CSAs, Product Level CSAs, Simple Savings, Simple Solutions, Welcome Back Win Back, Full Circle, Advantage Plus, Medallion Plus, Solution Plus, Hunting Program or Welcoming Rewards.	(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	Charges Waived	Period Authority
BellSouth's Service Territory	BellSouth Premium Incentive Promotion	<p>BellSouth business subscribers currently enrolled in a BellSouth Local Service Term Agreement scheduled to expire within 120 days who elect to sign a new BellSouth Local Service Term Election Agreement during the promotional period may choose a special promotional reward. Details of this special promotion are outlined below:</p> <ol style="list-style-type: none"> This promotion is available to BellSouth business subscribers who have 120 days or less remaining on an existing Local Service Election Agreement. Subscribers must sign a new Local Service Term Election Agreement during the promotional period in order to participate in this promotion. Qualifying subscribers may choose the following promotional <i>reward</i>: <ul style="list-style-type: none"> - Twenty-five dollar (\$25) BellSouth VIPGift VISA Debit Card - (DELETED) The BellSouth VIPGift VISA Debit Card can be used to obtain cash from automated teller machines (ATMs) or utilized nationwide at retail establishments where VISA is accepted. Subscribers must agree to terms and conditions of card utilization. (DELETED) Qualified subscribers may receive only one reward per Local Service Term Agreement per billing account. Subscribers participating in the following BellSouth programs, special promotions or Contract Service Arrangements (CSAs) are not eligible for this special promotion: Volume and Term Agreement CSAs, Product Level CSAs, Simple Savings, Simple Solutions, Welcome Back Win Back, Full Circle, Advantage Plus, Medallion Plus, Solution Plus, Hunting Program or Welcoming Rewards. 	05/17/04 to 12/31/04
			(C)
			(D)
			(D)