BELLSOUTH

BellSouth Telecommunications, Inc. Regulatory & External Affairs 150 South Monroe Street

Tallahassee, FL 32301-1556

marshall.criser@bellsouth.com

October 15, 2004

Marshall M. Criser III

Vice President Regulatory & External Affairs

850 224 7798 Fax 850 224 5073

Ms. Beth Salak Director of Competitive Markets and Enforcement Florida Public Service Commission 2540 Shumard Oak Boulevard Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Attached for filing with the Commission are the following pages of BellSouth's General Subscriber Services Tariff:

General Subscriber Services Tariff

Section A2.10

Original Page 35.5.13 Original Page 35.5.14

The purpose of this filing is to file the Unlimited Reacquisition Bundle Offer special promotion. The promotion is scheduled to begin 10/30/04 and end 10/25/05.

Approval by the Commission will be appreciated. Thank you for your assistance in this matter.

Yours very truly,

nrshall M. Crise #1546 Regulatory Vice President

PROMOTION DESCRIPTION

Unlimited Reacquisition Bundle Offer

Proposed Promotion

The Unlimited Reacquisition Bundle Offer began October 30, 2003 and was scheduled to end October 25, 2004. The Company will extend the end date of this promotion until October 25, 2005. Services included in this promotion are:

- BellSouth® Complete Choice® service
- BellSouth® Long Distance Unlimited service
- BellSouth[®] Voice Mail Premium service

Promotion Specifics

Any qualifying residential customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth Complete Choice service in the amount of \$5.00 and a discount on their BellSouth Voice Mail Premium service to totally offset the monthly rate of the service. Pricing for the bundle is \$49.99.

Restrictions/Eligibility Requirements

- 1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
- 2. Customer must have been disconnected from BellSouth for no fewer than 10 days.
- 3. Customer must have local service or equivalent with another provider at the same local service address on one or more of their existing lines.
- 4. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth representative can offer the customer the promotion and place the order at the new address.
- 5. The customer must switch their local service to BellSouth and purchase the following:
 - o BellSouth Complete Choice service
 - o BellSouth Unlimited Long Distance plan
- 6. The customer must place the order on or after 11/1/2003.
- 7. The customer must place the order on or before 10/25/2005.
- 8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels.
- 9. BellSouth reserves the right to discontinue this promotion at any time without customer notice.

- 10. Customer must have the eligible services on their new service order (N) in order to receive promotional offer.
- 11. Customers have the option not to take the voice mail service.
- 12. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
- 13. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent [same as above] telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
- 14. This promotion is also available to current BellSouth customers who call into a BellSouth residential business office and request this specific offer.
- 15. BellSouth employees are not eligible for this promotion.
- 16. Customers who have received a cash back reward from BellSouth in the last 12 months from the time they attempt to redeem the cash back coupon are not eligible for this offer.
- 17. Offer only available in markets where BellSouth® Complete Choice® service is available.

GENERAL SUBSCRIBER SERVICE TARIFF Cancels Original Page 35.5.13

First Revised Page 35.5.13

ISSUED: October 154, 20043 EFFECTIVE: October 30, 20043 BY: Joseph P. Lacher, President -FL

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

TELECOMMUNICATIONS, INC.

BELLSOUTH

FLORIDA

Miami, Florida

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

-	, ,		Period	
Area of Promotion	Service	Charges Waived	Authority	
BellSouth's Service Territory	Unlimited Reacquisition Bundle	Any qualifying residential	10/30/03	(<u>NC</u>)
From Central Office wher	e	customer who purchases	to	
services are available (Cont'o	d)Residential customers who are	BellSouth® Complete Choice®	10/25/04	(N)
	returning to BellSouth and who	service, BellSouth® Long	<u>and</u>	
	subscribe to BellSouth® Complete	e Distance Unlimited service, and	<u>10/30/04</u>	
	Choice® service, BellSouth®	BellSouth® Voice Mail Premium	<u>to</u>	
	•	service under this promotion will	<u>10/25/05</u>	
	and BellSouth® Voice Mail	be eligible to receive a discount		
	Premium service are eligible for	on their BellSouth® Complete		
	this promotion.	Choice® service monthly		
		recurring charge in the amount of		(N)
	Customer must either not	\$5.00, and a discount on their		(14)
	currently have service with	BellSouth® Voice Mail Premium		
		h service monthly recurring charge		
	BellSouth on one or more of their	for the bundle is \$49.99.		
	existing lines.	for the buildle is \$49.99.		
	Customer must have been	The customer must place the		(N)
	disconnected from BellSouth for	order on or after October 30,		(N)
	no fewer than ten (10) days.	2003.		
				QIC)
	Customer must have local	The customer must place the		(<u>N</u> C)
	service or equivalent with another			(N)
	provider at the same local service	2004 <u>5</u> .		
	address on one or more of their			
	existing lines.	BellSouth reserves the right to		(N)
		discontinue this promotion at any		(N)
	Customer must request service a	attime without customer notice.		(1)
	the same address and in the same	Customer must have the		
	name, unless customer is planning an imminent move from one	eligible services on their new		(N)
	address in BellSouth territory to	service order (N) in order to		(-7
	another address in BellSouth	receive promotional offer.		
	territory within thirty (30) days of			
	responding to the offer. In the cas	e Customers have the option not		
	of an imminent move, the	to take the BellSouth® Voice		(N)
	BellSouth rep can offer the	Mail Premium service.		
	customer the promotion and place			
	the order at the new address.	BellSouth employees are not		
	Customers will not be required to	eligible for this promotion.		(N)
	sign a contract or make any term			
		leOffer only available in markets		(N)
	for this promotion.	where BellSouth® Complete		(14)
	The second of the second of the	Choice service is available.		(N)
	The customer must switch their			()
	local service to BellSouth and purchase BellSouth® Complete			
	Choice® service.			
	Choice Scivice.			

<u>Second First-Revised Page 35.5.14</u> Cancels <u>First Revised Original Page 35.5.14</u>

EFFECTIVE: October 30February 2, 2004

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA
ISSUED: October 15January 16, 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)

Area of Promotion BellSouth's Service Territory From Central Office where services are available (Cont'd		Period Authority 10/30/03 to 10/25/04 and 10/30/04 to
	indicated.	

- --Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
- --This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
- --Customers who have received a cash back reward from BellSouth in the last twelve (12) months from the time they attempt to redeem the cash back coupon are not eligible for this offer.
- --A customer cannot qualify for this offer more than once.
- --This offer may not be combined with reacquisition cash back offers.

(C)

First Revised Page 35.5.13 Cancels Original Page 35.5.13

EFFECTIVE: October 30, 2004

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA
ISSUED: October 15, 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)

Area of Promotion BellSouth's Service Territory	Service Unlimited Reacquisition Bundle	Charges WaivedAny qualifying residential	Period Authority 10/30/03	(C)
From Central Office where	c)Residential customers who are returning to BellSouth and who subscribe to BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and	customer who purchases BellSouth Complete Choice service, BellSouth Long Distance Unlimited service, and BellSouth Voice Mail Premium service under this promotion will be	to 10/25/04 and 10/30/04 to 10/25/05	(T)
	BellSouth Voice Mail Premium service are eligible for this promotion.	eligible to receive a discount on their BellSouth Complete Choice service monthly recurring charge in the amount of \$5.00, and a		
	Customer must either not currently have service with BellSouth or not have service with BellSouth on one or more of their existing lines.	discount on their BellSouth Voice Mail Premium service h monthly recurring charge in the amount of \$3.95. Pricing for the bundle is \$49.99.		
	Customer must have been disconnected from BellSouth for no fewer than ten (10) days.	The customer must place the order on or after October 30, 2003.		
	Customer must have local service or equivalent with anothe provider at the same local service address on one or more of their existing lines.	The customer must place the r order on or before October 25, 2005. BellSouth reserves the right to		(C)
	Customer must request service the same address and in the same	•		
	name, unless customer is plannin an imminent move from one address in BellSouth territory to another address in BellSouth	eligible services on their new service order (N) in order to receive promotional offer.		
	responding to the offer. In the ca of an imminent move, the BellSouth rep can offer the customer the promotion and place	se Customers have the option not to take the BellSouth® Voice Mail Premium service.		
	the order at the new address. Customers will not be required to sign a contract or make any term	BellSouth employees are not eligible for this promotion.		_
		oleOffer only available in markets where BellSouth Complete Choice service is available.		(T)
	The customer must switch thei local service to BellSouth and purchase BellSouth Complete			(T)

Choice service.

Second Revised Page 35.5.14 Cancels First Revised Page 35.5.14

EFFECTIVE: October 30, 2004

FLORIDA ISSUED: October 15, 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 p

promotions are on file with t	he Commission: (Cont'd)				
			Period		
Area of Promotion	Service	Charges Waived	Authority		
BellSouth's Service Territory	Unlimited Reacquisition Bundle	This offer may be extended to	10/30/03	(C)	
From Central Office where	(Cont'd)	customers who call into a	to		
services are available (Cont'd)) .	BellSouth residential business	10/25/04		
	The customer must place their	office and request this specific	and		
	order through a BellSouth busines	soffer.	10/30/04		
	office or outbound telemarketing		to		
	vendor or alternate channels as indicated.		10/25/05		
	Customers who are currently ou	t			
	of the BellSouth region and				
	establishing a new order within the				
	BellSouth region (out-of-region N				
	orders) and customers within the				
	region who are not currently				
	receiving local service from any				
	provider are not eligible for this				
	promotion.				
	This promotion is for				
	reacquisition and acquisition				
	customers only who are				
	establishing service at the same				
	address in the BellSouth region				
	where they presently receive local	l			
	or equivalent telephone service or				
	at a different address if the				

--Customers who have received a cash back reward from BellSouth in the last twelve (12) months from the time they attempt to redeem the cash back coupon are not eligible for this offer.

customer is moving to a different address within 30 days of responding to the offer.

- -- A customer cannot qualify for this offer more than once.
- -- This offer may not be combined with reacquisition cash back offers.