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Marshall M. Criser III
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December 16, 2004

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, enclosed is a filing package for USPS Target Card Offer Extension. The issue and effective dates for this tariff package are December 16, 2004 and December 31, 2004, respectively.

General Subscriber Service Tariff

Section A2 - 2nd Revised Page 35.6.8

Acknowledgment, date of receipt and authority number of this filing are requested. 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 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 Promotion begins December 31, 2004 and ends April 30, 2005.

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 April 30, 2005.
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.

Tariff Filing Package Number: FL 2004-262

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

ISSUED: ~~October 13, 2004~~ December 16, 2004

EFFECTIVE: ~~October 28, 2004~~ December 31, 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	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 (C) (C) to 12/31/04 <u>4/30/05</u>
		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 April 30, 2005.	(C) (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.	

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Target® is registered trademark of Dayton-Hudson Brands

Visa® is a registered trademark 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 4/30/05 (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 April 30, 2005 . (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.			