

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

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**Jerry D. Hendrix**  
Vice President  
Regulatory Relations

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December 16, 2005

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 package filing for AllConnect Gift Card Offer

General Subscriber Service Tariff

Section A2

- Original Page 35.6.45

The issue and effective dates for this tariff package are December 16, 2005 and January 1, 2006, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments



## Promotion Description

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# BellSouth AllConnect Gift Card Offer

**FL 2005-304**

### **OVERVIEW OF PROMOTION:**

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth AllConnect Gift Card Offer will run from January 1, 2006 to December 31, 2006. Customers who receive an email from AllConnect instructing them to call an 800 number or access a URL to place an N or T order with BellSouth will be eligible to receive a gift card valued at \$25.00.

### Services Included in this Promotion:

1. Residential Local Exchange Service

### **PROMOTION SPECIFICS:**

1. Customers who receive an email from AllConnect instructing them to call an 800 number or access a URL to place an N or T order with BellSouth will be eligible to receive a gift card valued at \$25.00.
2. Coupon redemption process will be utilized to fulfill gift card eligibility. The email will direct customers to a URL to print out the coupon that must be submitted.

### **PROMOTION RESTRICTIONS:**

1. Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.
2. Customer must place their order with AllConnect to receive the gift card.
3. Customer must place their order via the designated 800 number or the specified URL.
4. Customer must place an N or T order with BellSouth.
5. BellSouth reserves the right to discontinue this promotion at any time without notice.
6. Customer must place their order on or before December 31, 2006 with AllConnect.
7. Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.
8. Offer cannot be combined with reacquisition offers or Cashback offers.
9. This offer is not available for resale.

ISSUED: December 16, 2005  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: January 1, 2006

## 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	BellSouth AllConnect Gift Card Offer	Customers who receive an email from AllConnect instructing them to call an 800 number or access a URL to place an N or T order with BellSouth will be eligible to receive a gift card valued at \$25.00. Coupon redemption process will be utilized to fulfill gift card eligibility. The email will direct customers to a URL to print out the coupon that must be submitted.	01/01/06 to 12/31/06	(N)
		Rules And Regulations		(N)
		--Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.		(N)
		--Customer must place their order with AllConnect to receive the gift card.		(N)
		--Customer must place their order via the designated 800 number or the specified URL.		(N)
		--Customer must place an N or T order with BellSouth.		(N)
		--Customer must place their order on or before December 31, 2006 with AllConnect.		(N)
		--Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.		(N)
		--Offer cannot be combined with reacquisition offers or Cashback offers.		(N)
		--BellSouth reserves the right to discontinue this promotion at any time without notice.		(N)

ISSUED: December 16, 2005

EFFECTIVE: January 1, 2006

BY: Marshall M. Criser III, 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	Charges Waived	Period Authority
BellSouth's Service Territory – From Central Office where services are available	BellSouth AllConnect Gift Card Offer	Customers who receive an email from AllConnect instructing them to call an 800 number or access a URL to place an N or T order with BellSouth will be eligible to receive a gift card valued at \$25.00. Coupon redemption process will be utilized to fulfill gift card eligibility. The email will direct customers to a URL to print out the coupon that must be submitted.	01/01/06 to 12/31/06 (N)
		<u>Rules And Regulations</u>	(N)
		--Customer must place a valid BellSouth phone number on their redeemed coupon in order to receive gift card.	(N)
		--Customer must place their order with AllConnect to receive the gift card.	(N)
		--Customer must place their order via the designated 800 number or the specified URL.	(N)
		--Customer must place an N or T order with BellSouth.	(N)
		--Customer must place their order on or before December 31, 2006 with AllConnect.	(N)
		--Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.	(N)
		--Offer cannot be combined with reacquisition offers or Cashback offers.	(N)
		--BellSouth reserves the right to discontinue this promotion at any time without notice.	(N)