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July 31, 2007

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to AT&T Florida's March 10, 2006 and May 11, 2006 letters regarding mixed bundles and non-mixed bundle promotions, the Pre-Mover \$50 gift card promotion is scheduled to begin on 8/1/07 and end 12/31/07.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President

Attachments



## **Promotion Description**

### **Pre-Mover \$50 Gift Check Promotion #1457**

#### **Overview**

The Pre-Mover \$50 Gift Check Promotion is scheduled to begin on 8/1/2007 and end on 12/31/2007. Customers who are on the pre-mover list will receive a direct mail piece offering a \$50 Gift Check to purchase BellSouth local service when they move to their new location. Customers responding to the direct mail by placing an N or T will be eligible to receive a \$50 reward. Coupon redemption process will be utilized to fulfill gift card eligibility. The direct mail will contain the coupon the customer must complete and return to receive the \$50 reward.

#### **Promotion Specifics**

1. Lead list identifies the customer as a pre-mover.
2. Direct Mail piece is sent to the customer with an offer of a \$50 Gift Check when the customer places an N or T order at a new location.
3. Minimum order requirement is 2 Pack or greater class of service.

The DM will have a call to action to place an order for BellSouth local service. Customers responding to the DM by placing an N or T at their new location will be eligible to receive a \$50 Gift Check. Coupon redemption process will be utilized to fulfill gift card eligibility. The DM will contain the coupon needed for reward redemption.

#### **Promotion Restrictions/Eligibility Requirements**

1. Customer order must be completed and/or billing begun prior to coupon redemption.
3. Customer must fill out and mail the coupon within 90 (ninety) calendar days from order completion date to the specified address to redeem the \$50 Gift Check.
4. Customer must be a current subscriber to the promotion eligible service at the time of reward redemption.
5. BellSouth reserves the right to discontinue or modify this promotion including modification of choice of rewards at any time without customer notice.
6. Customer may only redeem a maximum of one (1) reward during the promotion period.
7. The offer is valid for one (1) local service account per service address.
8. Customers must correctly redeem the coupon by the postmark deadline date (90 calendar days from order completion date) to be eligible for the offer.
9. Offer cannot be combined with Reacquisition \$100 Cash Back, Reacquisition \$50 Cash Back, Reacquisition Service Connection Waiver, Consumer Packages \$30 Closer Coupon, Alliance Partner Target offer, FP&L \$25 Visa offer, SFD \$50 Home Depot offer or the MDU \$50 Cash Back offers.
10. Offer may be combined with any mass or closer coupon in the market at the time the order is placed.
11. Coupon must be postmarked 90 (ninety) calendar days from order date.
12. Customer must order 2 Pack or greater class of service.