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January 15, 2008

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 to extend Competitive Acquisition \$100 Reward.

General Subscriber Service Tariff

Section A2 - 1st Revised Page 35.6.75

The issue and effective dates for this tariff package are January 15, 2008 and January 16, 2008, 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**

### **Competitive Acquisition \$100 Reward**

#### **Overview**

The Competitive Acquisition \$100 Reward promotion is scheduled to begin on 1/16/2008 and end on 3/31/2008. Competitive Acquisition customers who are with another local service provider or are wireless substituors will have a choice of either \$100 Visa card or \$100 gift check when selecting AT&T SE local service, purchasing Complete Choice(R) family plan or PreferredPack plan and AT&T LD Unlimited calling plan inside an Competitive Acquisition bundle. Offer will be available in AL, GA, FL, LA, KY, MS, NC, SC, TN.

#### **Promotion Specifics**

Competitive Acquisition customers who are with another local service provider or are wireless substituors who purchase Complete Choice or Preferred Pack AND AT&TLD Unlimited inside an Competitive Acquisition bundle.will be eligible for a \$100 Reward.

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

- 1.Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than AT&T at a local service address with in the AT&T Southeast territory.
2. The customer must select AT&T as their local service provider.
3. Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in AT&T territory to another address wtihin 30 days of responding to the offer. In the case of an imminent move, AT&T can offer the customer the promotion & place the order at the new address.
4. This offer is not valid for out of region customers who are new to AT&T.
5. This offer is not available to existing AT&T customers.
6. Customer must not have had local service with AT&T at least 10 days prior to the new service connection date.
7. AT&T employees are not eligible for this offer.
8. Offer valid for only one (1) service line at the intended local service
9. Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.
10. Customers may combine this offer with the service connection fee waiver promotion.
11. AT&T reserves the right to discontinue or modify this promotion at any time without notice.
12. The customer must place the order on or before 3/31/2008.
13. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
14. The customer must place the order through an AT&T business office or outbound telemarketing vendor or alternate channels as indicated.
15. Customer must redeem online at [www.att.com/rewardcenter](http://www.att.com/rewardcenter) once order is complete.
16. The customer must select his reward choice at time of redemption.
17. If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.
18. Customer must purchase a Competitive Acquisition bundle that includes unlimited LD plan.

ISSUED: January 15, 2008 ~~ISSUED: September 28, 2007~~  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: January 16, 2008 ~~EFFECTIVE: October 1, 2007~~

## 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
AT&T Florida Service Territory – From Central Office where services are available	Competitive Acquisition \$100 Reward	Competitive Acquisition customers who are with another local service provider or are wireless substituors will have a choice of either \$100 Target® gift card, Visa® card, or cash back when selecting BellSouth local service, purchasing BellSouth Complete Choice family plan or BellSouth PreferredPack plan and BSLD Unlimited calling plan. The subscriber must be a Competitive Acquisition customer and must purchase a Complete Choice or Preferred Pack Unlimited Bundle.	10/1/2007 <del>(N)</del> (C) to 12/31/2007 <u>72008</u>
		Rules and Regulations	<del>(N)</del>
		--Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address with in the BellSouth territory.	<del>(N)</del>
		--The customer must select BellSouth as their local service provider.	<del>(N)</del>
		--Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address within 30 (thirty) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.	<del>(N)</del>
		--This offer is not valid for out of region customers who are new to BellSouth, or existing BellSouth customers or BellSouth employees.	<del>(N)</del>
		--Customer must not have had local service with BellSouth at least 10 (ten) days prior to the new service connection date.	<del>(N)</del>
		--Offer valid for only one (1) service line at the intended local service	<del>(N)</del>
		--Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.	<del>(N)</del>
		--Customers may combine this offer with the service connection fee waiver promotion.	<del>(N)</del>
		--BellSouth reserves the right to discontinue or modify this promotion any time without notice.	<del>(N)</del>
		--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.	<del>(N)</del>
		--The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	<del>(N)</del>
		--Customer can redeem online at www.att.com/rewardcenter once order is complete. The customer can select his reward at time of redemption. Customers who do not have Internet access may call the business office and redeem.	<del>(N)</del>
		--If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.	<del>(N)</del>

## 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	
AT&T Florida Service Territory – From Central Office where services are available	Competitive Acquisition \$100 Reward	Competitive Acquisition customers who are with another local service provider or are wireless substituors will have a choice of either \$100 Target® gift card, Visa® card, or cash back when selecting BellSouth local service, purchasing BellSouth Complete Choice family plan or BellSouth PreferredPack plan and BSLD Unlimited calling plan. The subscriber must be a Competitive Acquisition customer and must purchase a Complete Choice or Preferred Pack Unlimited Bundle.	10/1/2007 to 3/31/2008	(C)

#### Rules and Regulations

--Customer must have at least one wireline local service or equivalent (wireless in lieu of wireline) with a provider other than BellSouth at a local service address with in the BellSouth territory.

--The customer must select BellSouth as their local service provider.

--Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from one address in BellSouth territory to another address within 30 (thirty) days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.

--This offer is not valid for out of region customers who are new to BellSouth, or existing BellSouth customers or BellSouth employees.

--Customer must not have had local service with BellSouth at least 10 (ten) days prior to the new service connection date.

--Offer valid for only one (1) service line at the intended local service

--Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.

--Customers may combine this offer with the service connection fee waiver promotion.

--BellSouth reserves the right to discontinue or modify this promotion any time without notice.

--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.

--The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.

--Customer can redeem online at [www.att.com/rewardcenter](http://www.att.com/rewardcenter) once order is complete. The customer can select his reward at time of redemption. Customers who do not have Internet access may call the business office and redeem.

--If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.