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January 31, 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 file the Competitive Acquisition \$25 Cash Back Promotion.

General Subscriber Service Tariff

- Section A2                    -        Original Page 35.6.83  
   -        Original Page 35.6.83.1

The issue and effective dates for this tariff package are January 31, 2008 and February 1, 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 \$25 Cash Back**

#### **Overview**

The Competitive Acquisition \$25 Cash Back promotion is scheduled to begin on 2/1/2008 and end on 3/31/2008. Customers who purchase the 2 pack package plus an unlimited or non-unlimited LD plan will receive \$25 Cash Back and optional voice mail service.

#### **Promotion Specifics**

The 2-Pack package is a class of service that is bundled with any affiliate service(s) (AT&T LD, DTV, FastAccess DSL, Cingular). Competitive Acquisition customers who purchase this bundle with AT&T LD will be eligible for \$25 reward.

The 2 Pack class of service will include the following components:

--PAMA 6 Class of service which contains the following:

- 1FR
  - Caller ID Deluxe
  - Call Waiting Deluxe
  - Voice Mail Companion Services package
  - \*98 service
  - Message Waiting Indicator
  - Call Forward Busy Line
  - Call Forward Don't Answer
- The price of the 2 pack package is \$18.  
-Customer must select at least one (1) affiliate service to complete the bundle.  
-Optional Voice Mail will be available free for life of bundle subscription.  
-Unlimited LD or non-unlimited LD must be purchased in order to qualify.

#### **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 territory.
2. The customer must select AT&T as their local service provider.
3. Customer must request the qualifying service at the same address & 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 within thirty (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 may be extended to new or existing AT&T customers who call into a AT&T residential business office and request this specific bundle.
6. Customer must not have had local service with AT&T at least ten (10) days prior to the new service connection date (unless they are an existing customer specifically requesting this bundle offer)
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. This offer is available only in markets where 2-Pack is available.
12. AT&T reserves the right to discontinue or modify this promotion at any time without notice.
13. Customer must have the eligible services on their new service order (N) in order to receive

the promotional offer (unless they are an existing customer requesting this offer).

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

15. Once the customer completes the above requirements, they will receive the specified discount for the products on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.

16. Upon order completion, customer must redeem for reward at [www.att.com/rewardcenter](http://www.att.com/rewardcenter)

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

ISSUED: January 31, 2008

EFFECTIVE: February 1, 2008

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	Description	Period Authority
AT&T Florida Service Territory – From Central Office where services are available	Competitive Acquisition \$25 Cash Back	The 2-Pack package is a class of service that is bundled with any affiliate service(s) (AT&T LD, DTV, FastAccess DSL, Cingular). Competitive Acquisition customers who purchase this bundle with AT&T LD will be eligible for \$25 reward.	2/1/2008 to 3/31/2008 (N)
		<u>Rules and Regulations</u>	(N)
		--The 2 Pack class of service will include PAMA 6 Class of service which contains the following:	(N)
		-IFR	(N)
		-Caller ID Deluxe	(N)
		-Call Waiting Deluxe	(N)
		-Voice Mail Companion Services package	(N)
		-*98 service	(N)
		-Message Waiting Indicator	(N)
		-Call Forward Busy Line	(N)
		-Call Forward Don't Answer	(N)
		--The price of the 2 pack package is \$18.	(N)
		--Customer must select at least one (1) affiliate service to complete the bundle.	(N)
		--Optional Voice Mail will be available free for life of bundle subscription. Credit in the amount of \$4.95 will be applied against the Voice Mail product.	(N)
		--Unlimited LD or non-unlimited LD must be purchased in order to qualify.	(N)
		--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 territory.	(N)
		--The customer must select AT&T as their local service provider.	(N)
		--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 within 30 (thirty) days of responding to the offer. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address.	(N)
		--This offer is not valid for out of region customers who are new to AT&T.	(N)
		--This offer may be extended to new or existing AT&T customers who call into a AT&T residential business office and request this specific bundle.	(N)
		--Customer must not have had local service with AT&T at least 10 (ten) days prior to the new service connection date (unless they are an existing customer specifically requesting this bundle offer).	(N)
		--AT&T employees are not eligible for this offer.	(N)
		--Offer valid for only one (1) service line at the intended local service.	(N)

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 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
AT&T Florida Service Territory – From Central Office where services are available	Competitive Acquisition \$25 Cash Back (Cont'd)	Rules and Regulations (Cont'd)  --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.  --This offer is available only in markets where 2-Pack is available.  --AT&T reserves the right to discontinue or modify this promotion at any time without notice.  --Customer must have the eligible services on their new service order (N) in order to receive the promotional offer (unless they are an existing customer requesting this offer).  --The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.  --Once the customer completes the above requirements, they will receive the specified discount for the products on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.  --Upon order completion, customer must redeem for reward at <a href="http://www.att.com/rewardcenter">www.att.com/rewardcenter</a> .  --If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.	(N)  (N)  (N)  (N)  (N)  (N)  (N)  (N)

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## 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 \$25 Cash Back	The 2-Pack package is a class of service that is bundled with any affiliate service(s) (AT&T LD, DTV, FastAccess DSL, Cingular). Competitive Acquisition customers who purchase this bundle with AT&T LD will be eligible for \$25 reward.	2/1/2008 to 3/31/2008 (N)
		Rules and Regulations	(N)
		--The 2 Pack class of service will include PAMA 6 Class of service which contains the following:	(N)
		-IFR	(N)
		-Caller ID Deluxe	(N)
		-Call Waiting Deluxe	(N)
		-Voice Mail Companion Services package	(N)
		-*98 service	(N)
		-Message Waiting Indicator	(N)
		-Call Forward Busy Line	(N)
		-Call Forward Don't Answer	(N)
		--The price of the 2 pack package is \$18.	(N)
		--Customer must select at least one (1) affiliate service to complete the bundle.	(N)
		--Optional Voice Mail will be available free for life of bundle subscription. Credit in the amount of \$4.95 will be applied against the Voice Mail product.	(N)
		--Unlimited LD or non-unlimited LD must be purchased in order to qualify.	(N)
		--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 territory.	(N)
		--The customer must select AT&T as their local service provider.	(N)
		--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 within 30 (thirty) days of responding to the offer. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address.	(N)
		--This offer is not valid for out of region customers who are new to AT&T.	(N)
		--This offer may be extended to new or existing AT&T customers who call into a AT&T residential business office and request this specific bundle.	(N)
		--Customer must not have had local service with AT&T at least 10 (ten) days prior to the new service connection date (unless they are an existing customer specifically requesting this bundle offer).	(N)
		--AT&T employees are not eligible for this offer.	(N)
		--Offer valid for only one (1) service line at the intended local service.	(N)

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## 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 \$25 Cash Back (Cont'd)	Rules and Regulations (Cont'd)	(N)
		--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.	(N)
		--Customers may combine this offer with the service connection fee waiver promotion.	(N)
		--This offer is available only in markets where 2-Pack is available.	(N)
		--AT&T reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer (unless they are an existing customer requesting this offer).	(N)
		--The customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	(N)
		--Once the customer completes the above requirements, they will receive the specified discount for the products on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, they will be ineligible for the discount.	(N)
		--Upon order completion, customer must redeem for reward at <a href="http://www.att.com/rewardcenter">www.att.com/rewardcenter</a> ,	(N)
		--If the customer cancels or discontinues the qualifying service prior to reward fulfillment, he will be ineligible for the reward.	(N)