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July 25, 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 introduce the Retention \$5 Per Month Promotion.

General Subscriber Service Tariff

Section A2 - 1<sup>st</sup> Revised Page 35.6.88

The issue and effective dates for this tariff package are July 25, 2008 and July 28, 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**

### **Retention \$5 Per Month Promotion**

#### **Overview**

The Retention \$5 for 12 Month Promotion which began on 06/01/2008 and will end on 1/31/2009 is modified to remove the 12 month limit for the \$5 bill credit. The new Retention \$5 Per Month Promotion which begins 7/28/2008 and ends 12/31/2009 provides customers who call to disconnect service with AT&T and elect to stay and have/purchase 2Pack or above, are eligible to receive a \$5 bill credit per month.

Customers who have or add any package that has 2Pack or the components of 2 Pack are eligible. (BPP and CC).

#### **Promotion Specifics**

-Customers who call to disconnect service with AT&T and elect to stay and have/purchase 2Pack or above are eligible to receive a \$5 monthly bill credit.

-Customers who have or add any package that has 2Pack or the components of 2 Pack will be eligible. (BPP and CC)

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

- 1) Customer must have at least one wireline local service with AT&T.
- 2) Customer must request or have 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 in AT&T territory. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address if customer was initially calling in to disconnect.
- 3) This offer is not valid for out-of-region customers who are new to AT&T.
- 4) Offer valid for all lines customer currently has service with AT&T.
- 5) AT&T employees are not eligible for this offer.
- 6) Customer must be calling into AT&T to disconnect their local service.
- 7) The maximum monthly bill credit per customer is \$10 for 2 (two) lines.

ISSUED: July 25, 2008 ~~ISSUED: May 30, 2008~~  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: July 28, 2008 ~~EFFECTIVE: June 1, 2008~~

## 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	Retention \$5 for <del>12</del> Per Month Promotion	Customers who call to disconnect service with AT&T and elect to stay and have or purchase 2Pack or above, or who add any package that has the components of 2 Pack such as Preferred Pack or Complete Choice are eligible to receive a <u>\$5 per month bill credit</u> for <del>twelve (12) months.</del>	<del>6/17/28/20</del> (N)(C) 08 to 1/31/2009
		Rules and Regulations	(N)
		--Customer must have at least one (1) wireline local service with AT&T.	(N)
		--Customer must request or have 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 in AT&T territory. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address if customer was initially calling in to disconnect.	(N)
		--This offer is not valid for out-of-region customers who are new to AT&T.	(N)
		--Offer valid for all lines customer currently has service with AT&T. <del>(DELETE)</del>	(N)(D)
		--AT&T employees are not eligible for this offer.	(N)
		--Customer must be calling into AT&T to disconnect their local service.	(N)
		--This offer is available on a maximum of <del>three</del> <u>two (2)</u> lines.	(N)(C)
		-- <u>Not stackable with any other regulated retention promotion.</u>	(N)
		-- <u>Eligible customers are existing AT&amp;T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.</u>	(N)
		-- <u>This promotion is only available for retention purposes.</u>	(N)
		-- <u>The monthly bill credit stays in effect as long as the customer remains at the same address.</u>	(N)

**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	Retention \$5 <i>Per</i> Month Promotion	Customers who call to disconnect service with AT&T and elect to stay and have or purchase 2Pack or above, or who add any package that has the components of 2 Pack such as PreferredPack or Complete Choice are eligible to receive a \$5 per month bill credit.	7/28/2008 to 1/31/2009 (C)
		Rules and Regulations --Customer must have at least one (1) wireline local service with AT&T.  --Customer must request or have 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 in AT&T territory. In the case of an imminent move, AT&T can offer the customer the promotion and place the order at the new address if customer was initially calling in to disconnect.  --This offer is not valid for out-of-region customers who are new to AT&T.	
		<b>(DELETE)</b>	(D)
		--AT&T employees are not eligible for this offer.	
		--Customer must be calling into AT&T to disconnect their local service.	
		--This offer is available on a maximum of <i>two (2)</i> lines.	(C)
		--Not stackable with any other regulated retention promotion.	(N)
		--Eligible customers are existing AT&T residential customers who have a primary access line, or a primary access line with an additional access line(s), and are calling to disconnect one or more access lines.	
		--This promotion is only available for retention purposes.	(N)
		--The monthly bill credit stays in effect as long as the customer remains at the same address.	(N)