

AT&T Florida 150 South Monroe St. Suite 400 Tallahassee, FL 32301 T: 850-577-5550 F: 850-224-5073 Jerry.Hendrix@att.com www.att.com

September 30, 2011

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff
Section A2 - Eighth Revised Page 35.6.89

The purpose of this filing is to revise the existing Additional Line (ADL) \$10 Retention Save Offer to extend the offer through March 31, 2012. This Special Promotion will end March 31, 2012.

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**

## Residential Additional Line (ADL) \$10 Retention Save Offer Extension

### **Overview of Promotion**

The Company plans to change the end date for the Residential Additional Line (ADL) \$10 Retention Save Offer special promotion. The new end date for this special promotion will be March 31, 2012. The current end date is September 30, 2011. All other elements of this promotion will remain unchanged.

#### **Promotion Modification**

This promotion is modified to change the offer end date to March 31, 2012. This modification will be effective October 1, 2011.

BELLSOUTH TELECOMMUNICATIONS

**FLORIDA** 

ISSUED: September 30, 2011 BY: Marshall M. Criser III, President -FL

Miami, Florida

Eighth Revised Page 35.6.89 Cancels Seventh Revised Page 35.6.89

EFFECTIVE: October 1, 2011

Period Authority 10/1/2011 to 03/31/2012

### **A2. GENERAL REGULATIONS**

GENERAL SUBSCRIBER SERVICE TARIFF

# A2.10 Special Promotions (Cont'd)

### A2.10.2 Descriptions (Cont'd)

The following promotions are on file with the Commission: (Cont'd)

Area of Promotion AT&T Florida Service Territory – From Central Office where	Service Residential Additional Line (ADL) \$10 Retention Save Offer	<b>Description</b> Residential customers who call to disconnect additional access lines may be offered a monthly bill credit of \$10 if they have or purchase Complete Choice or Complete Choice Enhanced on their primary line.
services are available		Rules and Regulations Only one (1) \$10 credit per customer account.
		Primary lines are not eligible for offer.
		The credit will appear on the bill as Promotional Discount.
		This offer is available only on additional lines, not available for primary lines.
		Offer requires that the customer must have or purchase Complete Choice or Complete Choice Enhanced on their primary line.
		If Complete Choice or Complete Choice Enhanced is removed from the customer account, customer is no longer eligible for the monthly promotional credit.
		This promotion may not be combined with any other cash back offers or monthly discounts on local service products.
		Offer can be combined with promotions on affiliates like DSL, DISH, and Cingular.
		Offer can be combined with non-regulated Telco offers.
		Offer can be combined with any bundles.

**BELLSOUTH** 

GENERAL SUBSCRIBER SERVICE TARIFF Eighth Revised Page 35.6.89Seventh Revised

Page 35.6.89

TELECOMMUNICATIONS TELECOMMUNICATIONS, INC.

Cancels Seventh Revised Page 35.6.89 Cancels Sixth Revised Page

<del>35.6.8</del>9

FLORIDA

ISSUED: September 30, 2011 ISSUED: March 31, 2011

EFFECTIVE: October 1, 2011 EFFECTIVE: April 1, 2011

Period Authority 4<u>10</u>/1/2011

to
9/30/20110
3/31/2012

(C)

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 AT&T Florida Service Territory – From Central Office where services are available	Service Residential Additional Line (ADL) \$10 Retention Save	<b>Description</b> Residential customers who call to disconnect additional access lines may be offered a monthly bill credit of \$10 if they have or purchase Complete Choice or Complete Choice Enhanced on their primary line.
		Offer	Rules and Regulations Only one (1) \$10 credit per customer account.
			Primary lines are not eligible for offer.
			The credit will appear on the bill as Promotional Discount.
			This offer is available only on additional lines, not available for primary lines.
			Offer requires that the customer must have or purchase Complete Choice or Complete Choice Enhanced on their primary line.
			If Complete Choice or Complete Choice Enhanced is removed from the customer account, customer is no longer eligible for the monthly promotional credit.
			This promotion may not be combined with any other cash back offers or monthly discounts on local service products.
			Offer can be combined with promotions on affiliates like DSL, DISH, and Cingular.
			Offer can be combined with non-regulated Telco offers.
			Offer can be combined with any bundles.