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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 extend Package Closer Coupon promotion.

General Subscriber Service Tariff

Section A2 - 1st Revised Page 35.6.78

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**

### **Package Sales Promotion - Closer Coupon #1572**

#### **Overview**

The Package Sales Promotion - Closer Coupon promotion that began on 1/1/2007 and was scheduled to end on 1/31/2008 is extended to 05/31/2008. A closer coupon valued at \$30.00 will be available to the reps to offer to new and existing customers that are wavering on purchasing CC or APCC .

#### **Promotion Specifics**

Customers who initially turn down CC or APCC packages will be offered a closer coupon valued at \$30.00. Customer must purchase CC or APCC at time of call to be eligible for the \$30.00 reward.

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

1. Customer must purchase CC or APCC to receive \$30.00 reward.
2. Customer must redeem at [www.att.com/bellsouth](http://www.att.com/bellsouth) rewards by the specified date.
3. Customer must be a CC or APCC package subscriber upon redemption in order to receive reward.
4. Offer valid from 2/1/2008 through 5/31/2008
5. All customers in the 9 state region are eligible for offer.
6. Offer may be combined with cash back offers or other promotional offers on the same services, 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.
7. If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.
8. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
9. Offer valid for only one (1) service line at the intended local service address.
10. May not be combined with the \$100 Competitive Acquisition reward.
11. Customer is only eligible to receive the incentive once in any 6 (six) month period.

ISSUED: January 31, 2008 ~~ISSUED: September 28, 2007~~  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: February 1, 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	Package Closer Coupon	Customers who contact or are contacted by BellSouth and indicate a reluctance to place an order for Complete Choice or Area Plus with Complete Choice will be offered a \$30 cash back closer coupon.	10/1/2007 <del>(N)</del> (C) to 4/31/2008
		Rules and Regulations	(N)
		--Customer must purchase Complete Choice or Area Plus with Complete Choice to receive the cash back closer coupon.	(N)
		--Customer must complete and return coupon by the specified date to redeem.	(N)
		--Customer must be a Complete Choice or Area Plus with Complete Choice subscriber upon redemption in order to receive reward.	(N)
		--Offer may be combined with cash back offers or other promotional offers on the same services, 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)
		--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.	(N)
		--Offer valid for only one (1) service line at the intended local service address.	(N)
		--Offer may not be combined with Shoppers or Reacquisition offers.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	(N)
		--Customer is only eligible to receive the incentive once in any 6 (six) month period.	(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	Package Closer Coupon	Customers who contact or are contacted by BellSouth and indicate a reluctance to place an order for Complete Choice or Area Plus with Complete Choice will be offered a \$30 cash back closer coupon.	10/1/2007 to 5/31/2008
		Rules and Regulations	
		--Customer must purchase Complete Choice or Area Plus with Complete Choice to receive the cash back closer coupon.	
		--Customer must complete and return coupon by the specified date to redeem.	
		--Customer must be a Complete Choice or Area Plus with Complete Choice subscriber upon redemption in order to receive reward.	
		--Offer may be combined with cash back offers or other promotional offers on the same services, 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.	
		--If the customer cancels or discontinues their BellSouth service prior to fulfillment, they will be ineligible to receive the reward.	
		--Offer valid for only one (1) service line at the intended local service address.	
		--Offer may not be combined with Shoppers or Reacquisition offers.	
		--BellSouth reserves the right to discontinue or modify this promotion at any time without notice.	
		--Customer is only eligible to receive the incentive once in any 6 (six) month period.	

(C)

(N)