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March 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 \$50 Reward Promotion.

General Subscriber Service Tariff

Section A2 - 1st Revised Page 35.6.81

The issue and effective dates for this tariff package are March 31, 2008 and April 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 \$50 Reward

Overview

The Competitive Acquisition \$50 Reward promotion is scheduled to begin on 04/01/2008 and end on 10/31/2008. Competitive Acquisition customers who are with another local service provider or are wireless substituors will be eligible for a \$50 reward when selecting AT&T local service, purchasing Complete Choice family plan, PreferredPack plan, or 2Pack and BSLD Unlimited or non-Unlimited calling plan. 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, Preferred Pack , or 2Pack and AT&T LD Unlimited or non-Unlimited will be eligible for a \$50 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 within the AT&T territory.
- 2) 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 in AT&T territory within 30 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.
- 3) This offer is not valid for out-of-region customers who are new to AT&T.
- 4) Customer must not have had local service with AT&T at least 10 days prior to the new service connection date (unless they are an existing customer specifically requesting the bundle offer on demand; existing customers who request the bundle on demand are NOT eligible to receive the cash back promotion associated with the bundle).
- 5) Offer valid for only one (1) service line at the intended local service address.
- 6) AT&T employees are not eligible for this offer.
- 7) Customer must have applicable services for 30 days in order to receive the incentive.

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 \$50 Reward	Competitive Acquisition customers who are with another local service provider or are wireless subtitutors will be eligible for a \$50 reward when selecting AT&T local service, purchasing Complete Choice family plan, PreferredPack plan, or 2Pack and BSLD Unlimited or non-Unlimited calling plan.	4/1/2008 to 10/31/2008	(N)
		Rules and Regulations		(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 within the AT&T territory.		(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 in AT&T territory within 30 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)
		--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 the bundle offer on demand; existing customers who request the bundle on demand are not eligible to receive the cash back promotion associated with the bundle).		(N)
		--Offer valid for only one (1) service line at the intended local service address.		(N)
		--AT&T employees are not eligible for this offer.		(N)
		--Customer must have applicable services for 30 days in order to receive the incentive.		(N)

~~ISSUED: March 31, 2008~~ January 11, 2008
 BY: Marshall M. Criser III, President -FL
 Miami, Florida

~~January 14, 2008~~ EFFECTIVE: April 1, 2008

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. ~~Reserved For Future Use~~ The following promotions are on file with the Commission: (Cont'd)

(N)(C)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
<u>AT&T Florida Service Territory – From Central Office where services are available</u>	<u>Competitive Acquisition \$50 Reward</u>	<u>Competitive Acquisition customers who are with another local service provider or are wireless subtitutors will be eligible for a \$50 reward when selecting AT&T local service, purchasing Complete Choice family plan, PreferredPack plan, or 2Pack and BSLD Unlimited or non-Unlimited calling plan.</u>	<u>4/1/2008 to 10/31/2008</u>
		<u>Rules and Regulations</u>	(N)
		<u>--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 within the AT&T territory.</u>	(N)
		<u>--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 in AT&T territory within 30 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.</u>	(N)
		<u>--This offer is not valid for out-of-region customers who are new to AT&T.</u>	(N)
		<u>--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 the bundle offer on demand; existing customers who request the bundle on demand are not eligible to receive the cash back promotion associated with the bundle).</u>	(N)
		<u>--Offer valid for only one (1) service line at the intended local service address.</u>	(N)
		<u>--AT&T employees are not eligible for this offer.</u>	(N)
		<u>--Customer must have applicable services for 30 days in order to receive the incentive.</u>	(N)