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PR \$100 Cash Back or Gift Card Reacq

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BELLSOUTH
TELECOMMUNICATIONS, INC.
TENNESSEE

GENERAL SUBSCRIBER SERVICES TARIFF

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ISSUED: March 3, 2005
BY: President - Tennessee
Nashville, Tennessee

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A13. MISCELLANEOUS SERVICE ARRANGEMENTS

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TENNESSEE

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A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.91 Residential Customer Programs

A13.91.19 \$100 Cash Back or Gift Card Offer

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A. Rules and Regulations

Beginning on January 2, 2004 and ending on **March 23, 2005** customers returning to BellSouth and purchasing a Complete Choice service family product or PreferredPack service will be eligible to receive \$100 cash back. **Beginning on March 24, 2005 and ending on December 31, 2005 customers returning to BellSouth and purchasing a Complete Choice service family product or PreferredPack service will be eligible to receive \$100 cash back or a \$100 Visa® gift card.**

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1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.
2. Customer must have local service or equivalent (wireless in lieu of wire-line) at the same local service address on one or more of their existing lines.
3. Customer must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.
4. Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible.
5. The customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.
6. The customer must place the order on or before December **31, 2005**.
7. Offer valid for only one (1) service line at the intended local service address.
8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
9. The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back **or gift card**.
10. Once the customer completes the above requirements they will receive the \$100 cash back **or gift card**. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash back offer.
11. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
12. Customer must have the eligible services on their new service (N) order in order to receive the promotional offer.
13. Customer may not receive both the \$100 cash back and the \$100 gift card. If customer does not specify which reward he/she prefers, customer will receive the \$100 cash back.
14. 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.

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A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.91 Residential Customer Programs (Cont'd)

A13.91.31 Shoppers Cash Back

A. General

The Shoppers Cash Back promotion is scheduled to begin May 15, 2004, and end December 31, 2005.

New or existing customers who contact BellSouth and request information on local service or bundle prices for comparison with competitive offers and indicate a reluctance to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise as an incentive to close the sale.

Existing customers who contact BellSouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to extend their service at a level that satisfies the criteria specified in B. following.

B. Restrictions and Eligibility Criteria

1. This Cash Back offer is limited to customers subscribing to or ordering one of the following services:
 - a. the PreferredPack plan,
 - b. any of the Complete Choice plans, or
 - c. flat rate individual line service with at least one vertical feature and at least one of the following services: a BellSouth Long Distance plan, a BellSouth internet access plan or a Cingular wireless plan.
2. Customer must have the eligible services on their new service order (N) or must maintain their current services on their existing account to receive a redeemable coupon.
3. A new customer must place a qualifying order on or before December 31, 2005.
4. Offer valid for only one (1) service line at the qualifying local service address.
5. The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive the \$50 cash back or merchandise.
6. If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back or merchandise offer.
7. This offer may be combined with other cash back or 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.
8. This offer cannot be combined with reacquisition \$100 Cash Back *or Gift Card* offers, \$25 Gift Card offers, or offers that waive activation fees. (T)
9. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.

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A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.91 Residential Customer Programs (Cont'd)

A13.91.34 BellSouth USPS Target® Card Offer

A. General

BellSouth USPS Target Card Offer is available for customers ordering or transferring service with BellSouth. Customers will be advised to place their BellSouth order via a website. Customers purchasing BellSouth service (N or T order) via an online ordering system will receive a Target Gift Card valued at twenty-five dollars (\$25.00). (T)

B. Restrictions and Eligibility Criteria

1. Offer begins July 10, 2004 and ends April 30, 2005.
2. Orders must be placed via an online tool (listed in collateral).
3. Orders placed via eStore or the Consumer Large Team will not be eligible for this offer.
4. Orders must be placed on or by April 30, 2005.
5. Offer is limited to one (1) eligible line per customer.
6. Offer may not be combined with reacquisition \$100 Cash Back *or Gift Card* offer or Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shoppers Cash Back or Service Connection Waiver. (T)
7. BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.