

PROMOTIONAL OFFERINGS

The Company may from time to time offer special promotions of various services offered under this Guidebook in order to attract new customers and/or increase existing customer awareness or usage of the specially-promoted service. The promotion may offer services at a reduced recurring or nonrecurring rate or offer the services with a waiver of recurring or nonrecurring charges under terms specified in the promotion.

COMPLETELINK 2.0 RENEWAL PROMOTION

A promotional period will be established from October 10, 2012 through August 31, 2013. During this promotional period eligible business customers subscribing to a new CompleteLink 2.0 agreement for a 2-year or 3-year term will be eligible to receive a monthly lump sum credit of \$7.00 per line based on the number of lines subscribed to this new agreement.

Eligible customers are those existing business customers who had established a CompleteLink 2.0 agreement prior to October 1, 2009, and have Billing Telephone Numbers (BTNs) with local exchange access lines receiving pre October 2009 rates, and who now wish to sign a new CompleteLink 2.0 agreement. All lines under these BTN's are eligible for this offer.

Under this promotion, the CompleteLink 2.0 BTN limit is 16,000 per contract. Eligible customers will also receive local usage rates and Analog PBX Trunk discounts provided under CompleteLink 2.0 for "Save" customers.

There is a maximum of only one CompleteLink 2.0 standard agreement (available to all eligible business customers), one save agreement, and one win/winback agreement at any given time, for customers subscribing under this offer. The subscription to the CompleteLink 2.0 Renewal Promotion will be considered a separate agreement and only available for locations in AT&T Midwest and AT&T California. This limitation applies for each business customer across all states where an AT&T ILEC provides local exchange service and where the CompleteLink 2.0 plan is also available.

This offer may not be combined with other AT&T business access line, usage, and/or toll discount plans or promotions, with the exception of combining with other CompleteLink 2.0 offers where permitted. All other terms and conditions applicable to CompleteLink 2.0, as appropriate, will apply

\$20 COMPLETE CHOICE ENHANCED LOYALTY OFFER

This offer is available to eligible Illinois customers who receive a marketing contact from January 3, 2014, through December 31, 2014. Eligible customers are existing customers who are currently subscribed to the Consumer's Choice Plus package and have one of the Consumer's Choice Plus billing codes on their existing account(s): PGOUC, PGOUO, PGOU4, PGOU5. The offer is valid on a maximum of two lines.

Customers meeting the eligibility requirements may receive the Complete Choice Enhanced (CCE) Package, at a rate of \$20.00 until the customer makes changes to the service, moves, discontinues the package, disconnects service, or the package is no longer available.

Eligible subscribers will receive the \$20 package rate via a \$14 bill credit. The customer must retain the CCE package, for a minimum of 30 days to be eligible for the offer. If the customer discontinues the CCE package, no further bill credits will be issued. This offer may not be combined with any other offers, including retention, save offers, and any offers providing a monthly recurring discount or credit. (C)

STANDARDIZED COMPLETELINK 2.0 SAVE PROMOTION

A promotional period will be established from July 6, 2010 through July 5, 2011. During this promotional period eligible business customers subscribing to a new CompleteLink 2.0 agreement for a 2-year term or longer will be eligible to receive an upfront accelerated discount as described below. These accelerated discounts are in addition to other discounts and benefits listed within CompleteLink 2.0. eligible customers are save customers, existing business customers who have received a competitive offer and are considering switching their business local exchange access service to another carrier (proof of competitive offer may be required). The discounts provided are considered to be accelerated discounts.

Customers who terminate their CompleteLink 2.0 agreement prior to expiration of their selected term period will be liable for early termination charges as described in Termination Charges and Credit Allowances within CompleteLink 2.0. All other terms and conditions applicable to CompleteLink 2.0 will apply. This offer may not be combined with other Company business access line, usage, and/or toll discount plans or promotions, with the exception of combining with other CompleteLink 2.0 offers where permitted. Eligible customers will receive the following accelerated discounts which are calculated as a percentage of their agreed upon MARC and which will be applied as a credit to their bill. The accelerated discount will be applied within two bill periods following subscription to CompleteLink 2.0 according to the following schedule:

| | Discount Schedule | | | |
|------------------|--------------------|--------------------|--------------------|--------------------|
| | <u>1 Year Term</u> | <u>2-Year Term</u> | <u>3-Year Term</u> | <u>5-Year Term</u> |
| Upfront Discount | N/A | 15% | 25% | 35% |

COMPLETELINK 2.0 SAVE AND WIN/WINBACK PROMOTION

A promotional period will be established from October 10, 2012 through August 31, 2013. During this promotional period, eligible business customers subscribing to a new CompleteLink 2.0 agreement for a 2-year or 3-year term will be eligible to receive a monthly lump sum credit of \$3.00 per line based on the number of lines subscribed to this new agreement.

Eligible customers are Save customers, existing business customers who have received a competitive offer and are considering switching their business local exchange access line service to another carrier (proof of competitive offer may be required), as well as business customers who have their local exchange access line service with another competitive local exchange carrier within the AT&T Illinois, AT&T Indiana, AT&T Michigan, AT&T Ohio or AT&T Wisconsin service areas and who now wish to establish their business local exchange access line service with the Company.

The CompleteLink 2.0 1,000 BTN maximum limit applies to this offer. This offer may not be combined with other AT&T business access line, usage, and/or toll discount plans or promotions, with the exception of combining with other CompleteLink 2.0 offers where permitted. All other terms and conditions applicable to CompleteLink 2.0, as appropriate, will apply.

Business Remote Call Forwarding with Unlimited Local Usage Win/Winback Promotion II

A promotional period will be established from February 12, 2020, through February 11, 2021. During this promotional period, eligible business customers will receive a net effective rate of \$5.00 per month per path for Remote Call Forwarding (RCF) service and unlimited AT&T Local Usage and AT&T Message Telecommunications Service.

(C)

Eligible customers are business customers who have their exchange access service with another Carrier and who now establish their exchange access service with the Company or AT&T Business Voice over IP Service (AT&T Phone), are now requesting 1-10 business exchange access lines and/or 1-6 AT&T Phone seats, and cannot port their telephone number and require RCF to keep their existing telephone numbers at existing location

To qualify for this Promotion, the Call Forwarded number of the RCF service must terminate to a Company business access line (excluding 800 service lines) or AT&T Business Voice over IP Service, at the time customer subscribes to this Promotion. Subscribers must order RCF service within 30 days of establishing the qualifying exchange access service from the other carrier. Subscribers may have a maximum of ten RCF paths (initial/additional) per billing account participating in this discounted service, and the RCF path(s) must be located in the same state where service from the other carrier was located.

If subscriber with this RCF Promotion terminates Company business access line or AT&T Business Voice over IP Service and retains the Company's RCF, this Promotion will continue to apply until customer terminates the RCF service. The monthly Remote Call Forwarding rates and unlimited local or local toll usage will be discounted for each path and for each additional path.

Eligible customers will receive a waiver of the nonrecurring charges to add Remote Call Forwarding.

This Win/Winback Promotion cannot be combined with other RCF promotions or offers, including the existing RCF discount offer, which will still be available.

AT&T BUSINESS LOCAL CALLING 3+ LINE PROMOTION

A retail promotional period will be established from January 02, 2012 through December 31, 2012. During this period, eligible business customers will receive a 10% discount off of the 1-year renewable term and the 2-year term monthly rates for AT&T Business Local Calling Unlimited Option A and Unlimited Option B.

Eligible customers are those who 1) install a minimum of three new, incremental business lines, and 2) subscribe these newly installed lines to a new AT&T Business Local Calling (BLC) 1-year renewable or 2-year term agreement for either Unlimited Option A or Unlimited Option B. All new and existing BLC Unlimited Option A and Unlimited Option B lines included in the same, new agreement, up to a maximum of 19 lines, will receive the discount. This offer is not combinable with the AT&T Business Local Calling Additional Line Promotion.

COMPLETELINK 2.0 NEW ORDER REFUSER PROMOTION

A promotional period will be established from May 15, 2008 through May 14, 2009. During this promotional period, eligible business customers subscribing to a new CompleteLink 2.0 agreement for a 3-year term or longer will be eligible to receive an accelerated discount as described below. These accelerated discounts are in addition to other discounts and benefits listed within CompleteLink 2.0, found in Part 4, Section 5.

Eligible customers are existing business customers who are not currently on a term plan and who initially refuse a new CompleteLink 2.0 offer.

The Service Guarantee described in *E. Termination Charges and Credit Allowances* within CompleteLink 2.0, found in Part 4, Section 5, is not applicable for customers accepting this offer.

Eligible customers who establish a CompleteLink 2.0 agreement and later upgrade to a new term length and/or MARC level, or terminate their CompleteLink 2.0 agreement prior to its expiration date, will forego any accelerated discounts not yet received. Customers who upgrade will retain any accelerated discounts already received.

The discounts provided are considered to be accelerated discounts. Customers who terminate their CompleteLink 2.0 agreement prior to expiration of their selected term period will be liable for early termination charges as described in *E. Termination Charges and Credit Allowances* within CompleteLink 2.0, found in Part 4, Section 5. All other terms and conditions applicable to CompleteLink 2.0 will apply.

This offer may not be combined with other Company business access line, usage, and/or toll discount plans or promotions, nor with the Business Access Line "Save The Deal" Offer, with the exception of combining with other CompleteLink 2.0 offers where permitted.

Accelerated Discount Schedule

Eligible customers will receive the following accelerated discounts which are calculated as a percentage of their agreed upon MARC and which will be applied as a credit to their bill. The accelerated discounts will be applied upon subscription to CompleteLink 2.0 and yearly (for terms of 3 years or longer) according to the following schedule. Credits will be applied to customer accounts, if applicable, in the 1st, 13th, 25th, 37th, and 49th bill periods.

| | <u>1-Year Term</u> | <u>2-Year Term</u> | <u>3-Year Term</u> | <u>5-Year Term</u> |
|-------------------|--------------------|--------------------|--------------------|--------------------|
| Upfront Discount | N/A | N/A | 5% | 5% |
| 1st Year Discount | N/A | N/A | 5% | 5% |
| 2nd Year Discount | N/A | N/A | 5% | 5% |
| 3rd Year Discount | N/A | N/A | N/A | 5% |
| 4th Year Discount | N/A | N/A | N/A | 5% |

BUSINESS FEATURE PROMOTION

A promotional period will be established from January 4, 2010 through December 31, 2010. During this period eligible business customers will receive a 50% discount per month on up to (9) vertical features per line^{/1/}. A waiver of applicable installation charges associated with adding these features will also be provided. (C)
(C)

Eligible customers are those business customers who are subscribed to the Business Local Calling Assurance package. Eligible customers will receive 50% off of the standard guidebook rate for up to (9) of the following services per line^{/1/}: Call Waiting, Busy Line Transfer, Alternate Answering, Three Way Calling, Speed Calling 8, Speed Calling 30, Call Screening, Automatic Callback, Repeat Dialing or Multi Ring. (C)
(C)

Customers will receive these discounted rates as long as they remain subscribed to Business Local Calling Assurance. Customers must be subscribed to a term agreement for Business Local Calling Assurance. When the Business Local Calling Assurance term agreement is no longer valid, these discounted rates will no longer apply.

There is no termination fee associated with this Feature Promotion. Termination fees may apply, as required, if the Business Local Calling Assurance term agreement is terminated early. This Feature Promotion cannot be combined with any other promotions or packages.

/1/ Effective October 31, 2017, Privacy Manager is withdrawn. (N)

Business Remote Call Forwarding with Unlimited Local Usage Win/Winback Promotion

(N)

A promotional period will be established from July 1, 2018 through June 30, 2019. During this promotional period, eligible business customers will receive a net effective rate of \$5.00 per month per path for Remote Call Forwarding (RCF) service and unlimited AT&T Local Usage and AT&T Message Telecommunications Service.

Eligible customers are business customers who have their exchange access service with another carrier and who now establish their exchange access service with the Company or AT&T Business Voice over IP Service (AT&T Phone).

To qualify for this Promotion, the Call Forwarded number of the RCF service must terminate to a Company business access line (excluding 800 service lines) or AT&T Business Voice over IP Service, at the time customer subscribes to this Promotion. Subscribers must order RCF service within 30 days of establishing the qualifying exchange access service from the other carrier. Subscribers may have a maximum of ten RCF paths (initial/additional) per billing account participating in this discounted service, and the RCF path(s) must be located in the same state where service from the other carrier was located. If subscriber with this RCF Promotion terminates Company business access line or AT&T Business Voice over IP Service and retains the Company's RCF, this Promotion will continue to apply until customer terminates the RCF service.

This Win/Winback Promotion cannot be combined with other RCF promotions or offers, including the existing RCF discount offer, which will still be available.

(N)

BUSINESS LOCAL CALLING ASSURANCE SAVE PROMOTION

A promotional period will be in effect from January 15, 2019 through July 19, 2019. During this period eligible Business customers will receive a discounted per line effective rate for AT&T Business Local Calling Assurance package charges. (C)

Eligible customers are existing customers who subscribe to the Business Local Calling Assurance package, and who communicate a desire to disconnect their lines, then reconsider and keep the lines with the Company (save).

Eligible customers will receive a net monthly rate of \$35 per line (via a \$10 credit per line) for 12 months, on their AT&T Business Local Calling Assurance package.

This offer is only allowed on single location accounts.

Billed to Number arrangements are not allowed.

Customers cannot call back at a subsequent date and receive additional credits for lines targeted for disconnection.

This offer may not be combined with other AT&T Business Local Calling Assurance discount

All other terms and conditions associated with AT&T Business Local Calling Assurance, as appropriate, will apply.

BUSINESS LOCAL CALLING – AFL BACK UP BUNDLE PROMOTION III

A promotional period will be in effect from July 1, 2019, through June 30, 2020. During this period eligible Business customers will receive a net monthly rate of \$35 (via a credit) for AT&T Business Local Calling (BLC) Option A package charges.

(C)

Eligible customers are as follow:

- New customers who do not have local exchange service with the Company, or new customers who have their local exchange access line service with another competitive local exchange carrier within the Company service area and who now wish to establish their local exchange access line service with the Company as a part of a Bundle^{/1/} (Win/Winback), and who subscribe to a 12-month Term Plan for BLC, or
- Existing customers currently subscribing to AT&T local service, who subscribe to a 12-month Term Plan for BLC and who are newly subscribing to or currently have AT&T Long Distance and AT&T Internet Service, AT&T Mobility, or DIRECTV as a part of a Bundle^{/1/}, or
- Existing customers who communicate a desire to disconnect their lines then reconsider and keep the lines with the Company as a part of a Bundle^{/1/} (Save), and who subscribe to a 12-month Term Plan for BLC Option A.

Furthermore,

- Customers participating in a Business Local Calling promotion as part of a Bundle^{/1/}, may continue to participate in the Bundle^{/1/} and will receive a net monthly rate of \$40 (via a credit), if they agree to a new 12-month term.

This offer may not be combined with other AT&T Business Local Calling Term Plan discounts.

This offer is only allowed on single location accounts.

Billed to Number (BTN) arrangements are not allowed.

This offer is limited to nineteen (19) lines per customer location.

When the customer's bundle subscription expires, these benefits will no longer apply.

All other terms and conditions associated with AT&T Business Local Calling, as appropriate, will apply.

/1/ The bundle combines the AT&T Business Local Calling Option A, provided by the Company with the following services (offered by affiliates of the Company) in a bundled offering: AT&T Long Distance, and AT&T Internet, AT&T Mobility, or DIRECTV.

\$15 COMPLETE CHOICE ENHANCED FOR 12 MONTHS PROMOTION

A residence retail offer will be established from April 1, 2014, through November 15, 2014. For a maximum period of 12 months, eligible customers may receive a monthly bill credit to achieve a net monthly rate of \$15.00 for the Complete Choice Enhanced package. (C)

Eligible customers are those residence customers who have at least one local exchange access line or equivalent (e.g. VoIP service) with a carrier other than the Company or have wireless-only service. Customers must reside in an area where the Company provides local exchange service.

Eligible customers must request the qualifying service at the same address as their existing service, unless they are planning an imminent move, meaning a move within 30 (thirty) days of subscribing to the offer, from one address in an AT&T incumbent local exchange service area to another address in an AT&T incumbent local exchange service area.

Additionally, to qualify for this offer, customers must subscribe to AT&T for local exchange service and the Complete Choice Enhanced package on each line to receive a credit, for up to a maximum of 2 lines. If the customer discontinues the Complete Choice Enhanced package, the credit(s) will cease. Customers must keep the required services for 30 days to receive the benefit of this offer.

This offer is not available to customers who are switching service between affiliated companies.

This offer may not be combined with any other local service offers that provide a monthly recurring credit or discount, but may be combined with an offer that waives the nonrecurring installation/service charge(s).

PROMOTIONAL OFFERINGS (cont'd)

Business Local Calling Option A and Option B Bundle Promotion

Eligible business customers with 1-19 lines will receive a discounted per line effective rate for AT&T Business Local Calling Option A and Option B package charges. Eligible customers are those business customers who are subscribed to AT&T Business Local Calling Option A or Option B when it is part of a bundle, where bundle components are available.^{/1/}

These eligible customers who subscribe to a 12-month Term Plan for AT&T Business Local Calling Option A or Option B as part of a bundle will receive a \$5 per line discount for AT&T Business Local Calling Option A or Option B package charges.

With the exception of the AT&T Business Local Calling Additional Line offer, this offer may not be combined with other AT&T Business Local Calling Term Plan discounts.

This offer is only allowed on single location accounts.

Billed to Number (BTN) arrangements are not allowed.

When the customer's bundle subscription expires these benefits will no longer apply.

All other terms and conditions associated with AT&T Business Local Calling, as appropriate, will apply.

^{/1/} The bundle combines the AT&T Business Local Calling Option A and Option B, provided by the Company with services offered by affiliates of these Companies (Long Distance, non-regulated Internet services and /or Mobility) in a bundled offering.

BUSINESS LOCAL CALLING – AFL MINI BUNDLE PROMOTION

(N)

A promotional period will be in effect from February 1, 2017 through April 30, 2017. During this period eligible Business customers will receive a discounted per line effective rate for AT&T Business Local Calling Option A package charges. Eligible customers are those Business customers who are subscribed to AT&T Business Local Calling Option A when it is part of a bundle, where bundle components are available.^{/1/}

These eligible customers who subscribe to a 12-month Term Plan for AT&T Business Local Calling as part of a bundle will receive a net monthly rate of \$35 (via a \$25 credit) on the first line and a net monthly rate of \$25 per line (via a \$35 credit per line) on the 2nd to 19th lines for AT&T Business Local Calling Option A.

With the exception of the Business Local Calling Additional Line promotion, this offer may not be combined with other AT&T Business Local Calling Term Plan discounts.

This offer is only allowed on single location accounts. Billed to Number (BTN) arrangements are not allowed. This offer is limited to five hundred (500) lines per customer for the sum of all contracts and for all subsidiaries.

When the customer's bundle subscription expires, these benefits will no longer apply. All other terms and conditions associated with AT&T Business Local Calling, as appropriate, will apply.

^{/1/} The bundle combines the AT&T Business Local Calling Option A, provided by the Company with the following services (offered by affiliates of the Company) in a bundled offering: AT&T Internet, AT&T Long Distance, and AT&T Backup and Go.

(N)

PROMOTIONAL OFFERINGS (cont'd)

BUSINESS LOCAL CALLING – AFL BACK UP BUNDLE PROMOTION

A promotional period will be in effect from July 15, 2017, through December 31, 2017. During this period eligible Business customers will receive a discounted per line effective rate for AT&T Business Local Calling (BLC) Option A package charges.

Eligible customers and applicable discounts are as follow:

- New customers who do not have local exchange service with the Company, or new customers who have their local exchange access line service with another competitive local exchange carrier within the Company service area and who now wish to establish their local exchange access line service with the Company as a part of a Bundle^{/1/} (Win/Winback), and who subscribe to a 12-month Term Plan for BLC will receive a net monthly rate of \$25 (via a \$35 credit), or
- Existing customers currently subscribing to AT&T local service, who subscribe to a 12-month Term Plan for BLC and who are newly subscribing to AT&T Internet Service as a part of a Bundle^{/1/} will receive a net monthly rate of \$35 (via a \$25 credit).

Additional eligible customer and applicable discounts that will be in effect for a promotional period from August 30, 2017 through December 31, 2017 are as follow:

- Existing customers who communicate a desire to disconnect their lines then reconsider and keep the lines with the Company as a part of a Bundle^{/1/} (Save), and who subscribe to a 12-month Term Plan for BLC Option A will receive a net monthly rate of \$25 (via a \$35 credit).

For customers participating in this offer and receiving discounts as described in the three bullet points shown above (New, Win/Winback and Save), the 12-month term will be a 12-month term with an option to re-subscribe for two consecutive terms.

Furthermore,

- Customers participating in a Business Local Calling promotion as part of a Bundle^{/1/}, with the promotional rates listed below, may continue to participate in the promotion rates if they agree to a new 12-month term with an option to re-subscribe for two consecutive terms, prior to the expiration of their existing term.

First BLC Option A package line receiving a net monthly rate of \$50 (via a \$10 credit), and BLC Option A package lines 2-19 receiving a net monthly rate of \$25 (via a \$35 credit); or

First BLC Option A package line receiving a net monthly rate of \$35 (via a \$25 credit), and BLC Option A package lines 2-19 receiving a net monthly rate of \$25 (via a \$35 credit).

(N) /2/

/2/

(N)

/1/ The bundle combines the AT&T Business Local Calling Option A, provided by the Company with the following services (offered by affiliates of the Company) in a bundled offering: AT&T Long Distance, and AT&T Internet, AT&T Mobility, DIRECTV or AT&T U-verse TV.

/2/ Material previously appearing on this Sheet now appears on Sheet 16.

BUSINESS LOCAL CALLING – AFL BACK UP BUNDLE PROMOTION (cont'd)

/1/

With the exception of the Business Local Calling Additional Line promotion, this offer may not be combined with other AT&T Business Local Calling Term Plan discounts.

This offer is only allowed on single location accounts.

Billed to Number (BTN) arrangements are not allowed.

This offer is limited to nineteen (19) lines per customer location.

When the customer's bundle subscription expires, these benefits will no longer apply.

All other terms and conditions associated with AT&T Business Local Calling, as appropriate, will apply.

/1/

/1/ Material formerly appeared on Sheet 15.