

**TARIFF DISTRIBUTION**

FILE PACKAGE NO.: MO-14-0034

DATE: April 1, 2014

STATE: MISSOURI

EFFECTIVE DATE: 04/01/2014

TYPE OF DISTRIBUTION: Approved

PURPOSE: Extend Residential Promotions

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## PROMOTIONS

### COMPLETE CHOICE ENHANCED RETENTION PROMOTION

A retail promotional period shall be extended from October 1, 2013 through September 30, 2014. (CT)  
During the promotion period residential customers who call to disconnect service with AT&T and elect to retain service and subscribe to the Complete Choice Enhanced package may receive a bill credit of \$8.00 per month for 12 months on a maximum of two access lines.

- This offer is for retention purposes only.
- Customers must have or newly subscribe to Complete Choice Enhanced on each line, up to a maximum of two (2) lines, to receive the monthly credit.
- If the customer adds features to qualify for the Complete Choice Enhanced package, the non-recurring charge(s) and/or package fee will be waived.
- Eligible customers may only receive this offer once during the offer period.
- This offer may not be combined with other AT&T residence line retention offers, including but not limited to the Residence Access Line Retention Promotion.
- Monthly credits will cease if the customer disconnects the line or the package, or moves from their current location.
- The access line(s) must be in service for a minimum of 60 days before the customer becomes eligible for this offer.
- Customers must keep the required services for 30 days to receive the benefit of this offer.
- AT&T may discontinue this offer upon 14 days notice or less.

**P.S.C. Mo. - No. 24  
LOCAL EXCHANGE TARIFF**

Southwestern Bell Telephone  
Company d/b/a AT&T Missouri

APPENDIX  
7th Revised Sheet 74  
Replacing 6th Revised Sheet 74

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**\$6 FOR 12 ACCESS LINE RETENTION OFFER**

A retail promotional period shall be extended from April 1, 2014 through September 30, 2014. Eligible residence customers are those customers who call to disconnect their access line(s) and then decide to retain the line(s). Eligible customers will receive a \$6.00 bill credit per month, per line for up to two access lines, for a maximum of 12 months. (CT)

Eligible customers may receive this offer only once during the offer period, and must keep the access line for 30 days to receive the benefit of the offer. The customer's bill will be credited \$6.00 each month, per line, that the access line(s) are retained. If the customer disconnects the line(s) or moves from their current location, the remaining benefits will cease. This offer may not be combined with any other AT&T Missouri residence retention offers that provides a monthly discount. AT&T employees are not eligible for this offer.

Customers subscribing to Complete Choice Enhanced or Complete Choice Basic must have the access line in service for a minimum of 60 days before the customer becomes eligible for this offer.

**\$13 Off CCB Promotion**  
*(formerly \$11 Off CCB Promotion)*

A promotional offer will be extended from October 1, 2013, through October 15, 2014. During this offer period, eligible residential customers who purchase and retain the Complete Choice Basic package may receive a bill credit for 12 months. This offer is available on up to two (2) lines. (CT)

Effective January 3, 2014, eligible subscribers will received an \$13.00 credit for 12 months on up to two lines. Existing customers who subscribed to this promotion prior to January 3, 2014, will receive a \$13.00 bill credit for the remaining months of their 12 month benefit period, beginning with their next bill on or after January 3, 2014.

- Eligible customers are those residential customers who have at least one local exchange access line or a substitute (e.g. wireless or VoIP service) with a provider other than the Company at a service location that can be served by the Company.
- Eligible customers must request the qualifying service at the same address as the existing service, unless they are planning an imminent move--within 30 (thirty) days of responding 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.
- The customer is required to subscribe to AT&T for local service and the Complete Choice Basic package on each line (maximum of 2 lines) receiving a credit. If the customer discontinues the Complete Choice Basic package, the credit(s) will cease.
- 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 non-recurring installation/service charge(s).
- 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.