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Notification Type:	Promotion
Jurisdiction:	MISSISSIPPI
Notice Date:	11/17/2019
Package Number:	MS-20-0004
Service Name:	PR - Business Promotion Renewals
Tariff /Guidebook Sections:	
Expected Issue Date:	01/01/2020
Expected Effective Date:	01/01/2020
Descriptive Narrative:	<p>Offer Dates START on January 1, 2020 END on December 31, 2020</p> <p><u>AFL Back Up Bundle Promotion III</u> This promotion provides a discounted per line effective monthly rate for AT&T Business Local Calling Option A package when it is part of a bundle (Note 1). 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. Eligible customers are as follow:</p> <ul style="list-style-type: none"> - 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 (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, 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 (Save), and who subscribe to a 12-month Term Plan for BLC Option A. <p>Furthermore: Customers participating in a Business Local Calling promotion as part of a Bundle, may continue to participate in the Bundle/ and will receive a net monthly rate of \$40 (via a credit), if they agree to a new 12-month term.</p> <p>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</p>



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associated with AT&T Business Local Calling, as appropriate, will apply.

Note 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.

Business Package Additional Line Promotion

This promotion (“Program”) is an offering available to existing business customers who add new, incremental local exchange access lines to a new or existing AT&T Business Local Calling package Term Plan after refusing the initial offer to add local access lines. Additionally, eligible customers are new business start-up customers who add lines to a new AT&T Business Local Calling package Term Plan after refusing the initial offer to add an AT&T Business Local Calling package Term Plan. Also, all customers who add local exchange access lines to an AT&T Business Local Calling package Term Plan electronically, via online ordering methods, in response to an online advertisement will also qualify. Eligible customers will receive a one-time \$100.00 bill credit per line for up to 4 lines added per customer location. Bill credits will become effective with the third bill period following eligibility. Customers disconnecting any of the new lines before the third bill period will not qualify to receive any bill credits. The Company may discontinue this offer upon 14 days notice.

Enhanced Save A Line II Promotion

This promotion is available to existing AT&T business customers in AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T Kentucky, AT&T Louisiana, AT&T Mississippi, AT&T North Carolina, AT&T South Carolina, and AT&T Tennessee who are not on a voice package term plan or who transfer lines from a current term plan agreement to a new eligible agreement with a term equal to or greater than the time remaining on their current agreement, who indicate a desire to disconnect their local exchange access lines then reconsider and keep their lines. Customers must subscribe these lines to a new AT&T Business Local Calling agreement for at least a 1-year term. These customers will receive a \$6.00 monthly credit per eligible access line, up to a maximum of 19 lines, for 12 months. Customers who initially refuse a new AT&T Business Local Calling offer will be eligible to receive a \$12.00 monthly credit per eligible access line, up to a maximum of 19 lines, for 12 months. Customers must agree to subscribe all their lines to AT&T Business Local Calling in order to receive the credit.

Business Term Plan II Promotion

This promotion provides a discounted per line effective monthly rate for AT&T Business Local Calling Option A package charges for customers who subscribe to AT&T Business Local Calling Option A when it is part of a bundle (Note 1). The customer must subscribe to AT&T Business Local Calling Option A 12-month Term Plan. Customers subscribing to the 12-month Term Plan will receive a \$10 monthly credit on the first line and a \$35 monthly credit for AT&T Business Local Calling Option A on the 2nd to 19th lines. This promotion is limited to 500 lines per customer for the sum of all contracts and for all



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subsidiaries. With the exception of the Business Package Additional Line promotion, this offer may not be combined with other AT&T Business Local Calling Package Term Plan discounts. All other terms and conditions associated with AT&T Business Local Calling will apply, as appropriate.

Note 1: The bundle combines the AT&T Business Local Calling Option A, provided by AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T Kentucky, AT&T Louisiana, AT&T Mississippi, AT&T North Carolina, AT&T South Carolina, and AT&T Tennessee with services offered by affiliates of these Companies (Long Distance, non-regulated Internet services and /or Mobility) in a bundled offering.

Remote Call Forwarding Promotion

The Remote Call Forwarding Promotion (the “Program”) will offer discounts on the Subscriber’s bill. The offer is only available to new subscribers requiring Remote Call Forwarding (“RCF”) to maintain their local exchange business number(s) or existing AT&T subscribers that are moving within their local area that are required to change their business telephone number(s). The subscriber will earn, for 12 months, as long as they maintain a local service agreement with AT&T, a discount in an amount that reduces the Remote Call Forward service to \$5.00, and can have a maximum of (10) RCF lines for local call forwarding only using this promotion. Each RCF path must be located in the same state where the qualifying local exchange service is established. Subscribers must order RCF service within 30 days of establishing the qualifying local exchange service in order to be eligible.

CompleteLink 1.5 Promotion

CompleteLink 1.5 provides qualifying business customers a monthly Total Volume Discount (TVD) on selected eligible business services. The discount is based on the customer’s selected Minimum Annual Revenue Commitment (MARC) and Term Agreement. Eligible services are those services that are eligible for discounts based on achievement of a specified MARC. MARC volume discounts are limited to the following eligible services: individual business lines, analog trunks, central office features, Complete Choice for Business, and hunting for a one (1) year term. Hunting is not an eligible service for terms of two (2) years or more. Hunting will be discounted 50% for a two (2) year term. Discounts are subject to a Maximum Annual Discount (MAD) as specified. MARCs range from \$500 to \$75,000 per year. Specified services are used to calculate the MARC. A Total Volume Discount (TVD) is provided each month to CompleteLink 1.5 customers. The TVD amount is determined by the selected MARC and the length of the Term Agreement. Term Agreements range from one to three1 years. TVDs range from 5% to 40%1. The monthly TVD is applied to specified eligible services (e.g. local access lines, local usage, hunting, central office features). The table below illustrates the MADs for each of the MARC levels.

MARC	MAD
\$500	\$375
\$2,500	\$1,000
\$5,000	\$2,500



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\$10,000	\$7,500
\$25,000	\$26,250
\$75,000	\$40,000

In addition to the TVD, eligible win/winback customers may receive accelerated discounts. Win/winback customers may also be eligible for a waiver of normally applicable service order and line connection non-recurring charges associated with local exchange access lines and vertical services. The program offers two (2) types of CompleteLink 1.5 contracts, "Standard," and "Winback," contracts. Each qualifying customer (e.g. qualifying CLEC) is allowed up to one (1) of each type of contract, at any given time. Each contract type can have a maximum of 1,000 BTNs. Customers who fail to meet or exceed the selected MARC in any year of their Term Agreement will be billed an Under Utilization Charge. Customers who discontinue their CompleteLink 1.5 plan prior to the expiration of the term agreement will have early termination charges apply.

Business Local Calling Assurance Save Promotion

This promotion is an offering available to existing AT&T Business Local Calling Assurance 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). During this period eligible Business customers will receive a discounted per line effective rate for AT&T Business Local Calling Assurance package charges. 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 discounts. All other terms and conditions associated with AT&T Business Local Calling Assurance, as appropriate, will apply.