

**BUSINESS AND RESIDENTIAL  
PRODUCT REFERENCE AND PRICING GUIDEBOOK**

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SECTION 10 – PROMOTIONS

10.1 General

- 10.1.1 From time-to-time, the Company offers promotions to its Customers waiving certain charges, offering Service(s) at special rates and/or offering promotional discounts. Promotional discounts include but are not limited to reduced monthly rates or charges for an existing Service, incentive subscriptions bonuses and free Service periods, full or partial waivers of installation charges or optional feature charges or any combination thereof. Terms and conditions of promotions may be limited to certain dates, times, market segments and/or locations. The specified terms and conditions of each promotional offering will be described in Section 10.2. As a condition of subscribing to a promotional offering, the Company may require the Customer to sign a term plan agreement or make an advance payment.
- 10.1.2 Promotional term agreements for Small Business Plans will automatically renew on the first day after the promotional term has expired at the then-current non-promotional applicable Guidebook rate in effect for the Small Business Plan added under a promotional offering. The Customer is under no obligation to re-subscribe to a Small Business term plan agreement after the expiration of the promotional term agreement period.
- 10.1.3 In order to acquire new subscribers or retain its existing Customers, the Company will match certain offers made by other interexchange carriers where an Applicant or an existing Customer can demonstrate to the Company's satisfaction that the Applicant or the Customer intends to accept an offer from the other interexchange carrier as an inducement to subscribe to or remain subscribed to the other interexchange carrier's services.
- 10.1.4 From time-to-time, the Company will offer financial inducements to new and/or existing Customers who subscribe to and use new or additional Company Service(s) in response to internet and media advertising, direct mail materials, telemarketing programs and/or personal sales presentation which offer such an inducement. The benefits will be provided by issuing to the subscriber one or more coupons, certificates or other instruments which entitle the subscriber to receive or obtain goods and/or services from third party participants. The third party participant is determined by the Company. Unless otherwise specified, benefits resulting from an arrangement between the Company and a third party participating in any promotional offering will be available only to Customers eligible to receive such benefits, based on their relationship with the third party participant. Benefits may be limited to Customers located in specific areas in which the participating third party does business or otherwise elects to offer them in conjunction with the Company. If for any reason an arrangement between the Company and a third party participating with the Company in any promotional offering is terminated, the Company's obligation to provide benefits resulting from the terminated arrangement will end, and the Company shall have no further obligation to Customers to provide the promotional benefits.

**BUSINESS AND RESIDENTIAL  
PRODUCT REFERENCE AND PRICING GUIDEBOOK**

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings

10.2.1 AT&T Business Calling Monthly Retention Promotion #503-E

- A. The sign-up period for this promotion is September 1, 2019 through August 31, 2020. Service must be activated by September 30, 2020. This promotion is available to Business Customers who:
- currently subscribe to the Company for long distance service and state an intention to disconnect service;
  - newly or currently subscribe to AT&T Business Calling Monthly; and
  - request to participate in this promotional offering.
- B. Customers subscribing to this promotion will be charged the following rates for a (12) month period in lieu of the AT&T Business Calling Monthly rates defined in Section 4.7.3 of this Guidebook:

<b>MRC</b>	<b>Per-Minute Rates</b>
\$5.00	\$0.06

- C. Customers must continue to subscribe to and maintain the requirements of the AT&T Business Calling Monthly plan as defined in Section 4.7.3 of this Guidebook to continue to qualify for this promotion. Failure to maintain the requirements of AT&T Business Calling Monthly will result in a termination of the promotional rates defined in B. above and the AT&T Business Calling Monthly rates defined in Section 4.7.3 of this Guidebook will apply.
- D. This promotion cannot be combined with any other promotional offers associated with the AT&T Business Calling Monthly plan.

**BUSINESS AND RESIDENTIAL  
PRODUCT REFERENCE AND PRICING GUIDEBOOK**

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings (continued)

10.2.2 All for Less Unlimited Retention Promotion

- (A) The sign-up period for this promotion is October 14, 2019 through August 31, 2020. Service must be activated by September 30, 2020. This promotion is available to Business Customers who:
- .1 currently subscribe to the Company for interLATA (interstate and intrastate) service state an intention to disconnect long distance service with the Company;
  - .2 currently subscribe to the All for Less Unlimited plan Non-Term Option as defined in Section 4.4.8 of this Guidebook; and,
  - .3 request to participate in this promotional offering.
- (B) Qualifying Customers subscribing to this promotion will be charged the following Promotional MRC per Access Line for a twelve (12) month benefit period in lieu of the Non-Term Option MRC for the All for Less Unlimited plan as specified in Section 4.4.8 of this Guidebook for the initial twelve (12) month period under the plan.

<b>Promotional MRC per Access Line</b>
\$5.00

- (C) Customers must continue to subscribe to and maintain the requirements of the All for Less Unlimited plan as defined in Section 4.4.8 of this Guidebook to continue to qualify for this promotion. Should Customer disconnect service with the Company or change its calling plan from the All for Less Unlimited plan prior to the expiration of the 12-month promotional period, Customer will forfeit future promotion benefit.
- (D) Customers who continue to subscribe and meet the requirements of the All for Less Unlimited plan at the end of the 12-month promotional period will be charged the Non-Term Option MRC specified in Section 4.4.8 of this Guidebook.
- (E) This promotion cannot be combined with any other promotional offers associated with the All for Less Unlimited plan.

**BUSINESS AND RESIDENTIAL  
PRODUCT REFERENCE AND PRICING GUIDEBOOK**

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings (continued)

10.2.2 AT&T Business Calling Monthly Retention Promotion #503-F

- (A) The sign-up period for this promotion is September 1, 2020 through August 31, 2021. Service must be activated by September 30, 2021. This promotion is available to Business Customers who:
- .1 currently subscribe to the Company for long distance service and state an intention to disconnect service;
  - .2 newly or currently subscribe to AT&T Business Calling Monthly; and
  - .3 newly subscribe to or have a one (1), two (2), or three (3) year local service term with an Affiliated ILEC of the Company;
  - .4 request to participate in this promotional offering.
- (B) Customers subscribing to this promotion will be charged the following rates for a twelve (12) month period in lieu of the AT&T Business Calling Monthly rates defined in Section 4.4.3 of this Guidebook:

<b>MRC</b>	<b>Per-Minute Rate</b>
\$5.00	\$0.06

- (C) Customers must continue to subscribe to and maintain the requirements of the AT&T Business Calling Monthly plan as defined in Section 4.4.3 of this Guidebook to continue to qualify for this promotion. Failure to maintain the requirements AT&T Business Calling Monthly will result in a termination of the promotional rates defined in (B) above and the AT&T Business Calling Monthly rates defined in Section 4.4.3 of this Guidebook will apply.
- (D) This promotion cannot be combined with any other promotional offers associated with the AT&T Business Calling Monthly plan.