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

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.

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings (continued)

(D)

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SECTION 10 – PROMOTIONS

10.2 Promotional Offerings (continued)

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