

Field Trials

The Company, as a part of its utility undertaking, may from time to time, conduct field trials offerings of new or existing services to selected customers. The results of the field trial will be used to determine whether a service or change in a service is attractive to customers and if it should be offered to all customers. The results of a trial may also be used to evaluate a customer's acceptance of various price levels and/or rate structures and provide for evaluation of trial promotions. This process may also be used to determine if the technology used to provide the service is compatible with the technologies employed by customers' equipment. The results of the trial will be a factor used by the Company in determining whether or not to offer a new service, to determine if a promotion should be extended to the total market, or in developing effective promotions for application in the total market.

1. The Company will conduct field trials only on services anticipated to be offered.
2. Customers participating in a field trial will be advised of the terms and conditions of payment, if any, prior to the commencement of the trial.
3. Following completion of a field trial, in the event that the service subject of the trial is not offered under a general tariff, customers participating in a field trial may be allowed to continue to receive the service where discontinuance of service would be disruptive to the customer's operations. Where applicable, the right to post-trial continuing service in the absence of a general tariff offering will be established with the customer at inception of the trial. Charges for services subject of trial promotional discounts not adopted as a general tariff offering will revert to the standard tariff rates at the conclusion of the trial.
4. Trial promotions involving discounts from tariff prices or waivers of tariff service charges will be limited in scope to that level necessary to allow evaluation of the parameters being tested.

Promotional Offerings

The Company may from time to time engage in special promotional offerings. The promotion may offer services under different terms and conditions, or at a reduced recurring and/or non-recurring price or offer the services free under terms specified in the promotion. Customers shall be given appropriate notice of any such offerings.

BUSINESS LOCAL CALLING – AFL BACK UP BUNDLE PROMOTION III

A promotional period will be in effect from July 1, 2019, through July 20, 2022. 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.

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)

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 6.

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/

(D)

(D)

/1/ Material formerly appeared on Sheet 5.

(N)

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

A promotional period will be established from February 12, 2020, through December 31, 2022. 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.

BUSINESS LOCAL CALLING – AFL BACK UP BUNDLE PROMOTION II

A promotional period will be in effect from January 1, 2018, through June 30, 2019. During this period eligible Business customers will receive a net monthly rate of \$35 (via a \$25 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. 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^{/2/} (C)

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.^{/2/} (C)
 - 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 \$44 (via a \$10 credit plus a \$6 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 \$38 (via a \$10 credit plus a \$12 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).

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.

/2/ Customers participating in this offer prior to 7/01/2019 will retain the option to re-subscribe for two consecutive terms until such time as either party (Customer or Company) provides the other 30-days written notice that it does not wish to renew the agreement, per Part 4, Section 5, paragraph B.13. (N)
(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)

AT&T Business Local Calling Promotion

A promotional period will be established from September 1, 2010, through August 31, 2014. During this promotional period eligible business customers who subscribe to a new, minimum 24-month term agreement for AT&T Business Local Calling with 6 to 19 initial lines will receive a 10% discount on the monthly rate for lines subscribed to Options A or B. (C)

Eligible customers include those business customers with 6 to 19 business lines who have their business network access lines 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 network access line service with the Company. Save customers, existing business customers who have received a competitive offer and are considering switching their business network access lines to another carrier (proof of competitive offer may be required) with 6 to 19 business lines are also eligible. Eligible customers may only receive discounts for a maximum of 19 lines subscribed to either Options A or B.

Existing business customers currently subscribed to AT&T Business Local Calling Assurance who transfer these lines to this Program are also eligible.

All other terms and conditions applicable to AT&T Business Local Calling, as appropriate, will apply. This promotion may not be combined with any other promotional offers with the exception of the Welcoming Rewards promotion for Win/Winback customers, where applicable, which can be combined with this promotion.

AT&T Business Local Calling Additional Line Promotion

A business promotional period will be established from June 20, 2011 through December 31, 2022. During this period eligible business customers who purchase new, incremental local exchange access lines will receive a one-time \$100.00 bill credit per line for up to 4 lines added per customer location. (C)

Eligible customers are existing business customers who add new, incremental local exchange access lines to a new or existing AT&T Business Local Calling term agreement 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 term agreement after refusing the initial offer to add an AT&T Business Local Calling term agreement. Also, all customers who add local exchange access lines to an AT&T Business Local Calling term agreement electronically, via online ordering methods, in response to an online advertisement will also qualify.

The lines added must be subscribed to either AT&T Business Local Calling Option A or Option B in order to qualify. 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. All orders must be completed by January 31, 2023. The Company may discontinue this offer upon 14 days notice. (C)

This promotion may not be combined with the All For Less offer^{/1/}.

/1/ The All For Less bundle combines Business Local Calling Assurance, provided by AT&T Wisconsin, with services offered by affiliates of AT&T Wisconsin (Long Distance and non-regulated Internet services) in a bundled offering.

BUSINESS LOCAL CALLING ASSURANCE SAVE PROMOTION

A promotional period will be in effect from January 15, 2019 through December 31, 2021. 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 Feature Promotion II

A promotional period will be established from January 1, 2011 through March 31, 2017. During this period, eligible business customers will receive a 50% discount per month on up to ten (10) ^{/2/} vertical features per line. A waiver of the applicable installation charges associated with adding these features will also be provided.

Eligible customers are those business customers who are subscribed to Business Local Calling Assurance when it is part of the All For Less bundle^{/1/}. These eligible customers who subscribe to a 12- or 24-month term agreement for the All For Less bundle with Business Local Calling Assurance will receive 50% off the standard tariff rate for up to ten (10) of the following services per line^{/2/}: Busy Line Transfer, Alternate Answering, Three-Way Calling, Speed Calling 8, Speed Calling 30, Call Waiting, Call Screening, Automatic Callback, Repeat Dialing, and Multi Ring.

Customers will receive these discounted rates as long as they remain subscribed to Business Local Calling Assurance when it is part of the All For Less bundle. When the customer's All For Less subscription expires these discounted rates will no longer apply.

There is no termination fee associated with this Feature Promotion. This Feature Promotion cannot be combined with any other promotions or packages.

- /1/ The All For Less bundle combines Business Local Calling Assurance, provided by Wisconsin Bell, LLC with services offered by affiliates of Wisconsin Bell, LLC (Long Distance and non-regulated Internet services) in a bundled offering. (C)
(C)
(C)
- /2/ For customers who subscribe to this offer on or after 1-1-12, Speed Calling 8 is not eligible for the 50% discount.

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

(N)

A promotional period will be established from February 1, 2023, through December 31, 2023. 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), 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.

(N)

(D)

Complete Choice Enhanced Retention Promotion

A retail promotion period shall be established from June 20, 2011 through March 31, 2015. (C)
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 lines, to receive the monthly credit
- If the customer adds features to qualify for the Complete Choice Enhanced package, the nonrecurring 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

(D)

AT&T Business Local Calling Trio Reward Winback/Win Promotion

A retail promotional period shall be established from January 1, 2009 through December 31, 2014. (C)
During this promotional period eligible business customers who subscribe to a new AT&T Business Local Calling (BLC) agreement will receive a bill credit equal to the monthly recurring charge (MRC) for their BLC package for 1, 2, or 3 bill periods based on the length of term, as follows:

12 month or 12 month re-subscribe option term: MRC bill credit in month 6 of first year's term only
24 month term: MRC bill credit in months 12 and 24
36 month term: MRC bill credit in months 12, 24, and 36

Eligible customers are those business customers who have their business network access lines 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 area, who establish their business network access line service with the Company, and who subscribe these lines to a new BLC 12, 24, or 36 month term plan.

Existing customers who transfer lines from a competitive local exchange carrier to an existing BLC account are not eligible. Customers who terminate their BLC plan prior to completion of the term period will forfeit all bill credits that are otherwise eligible.

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

Additional Line Retention \$10 Promotion

The Additional Line Retention \$10 Promotion will be offered during the period from July 14, 2008 through September 30, 2014.

(C)

Eligible customers are existing residence customers who call to disconnect their additional network access line and agree to retain their additional network access line and have or newly subscribe to Select Feature package with AT&T Wisconsin. On and after January 1, 2009, customers ordering a new package to qualify for this offer must subscribe to Complete Choice Enhanced. Eligible customers who agree to keep their additional access line and maintain or newly subscribe to the required package will receive a \$10 monthly credit for as long as the package and additional line are retained. The nonrecurring package charge will also be waived.

Customers must keep the required services for 30 days to receive the benefit of this offer.

If the customer disconnects the additional line or the package any future discounts will cease. If the customer moves from their current location, any further discounts will cease.

This discount cannot be combined with any other regulated retention offer. This promotion can be used to cover 1 additional line only.

\$5 Residence Access Line Retention Promotion

Eligible residence customers who call to disconnect their access line(s) and decide to retain the line(s) between the offer period of August 8, 2008 through March 9, 2009, will receive a \$5.00 bill credit per line for up to two access lines, for as long as they retain the line(s) and Caller ID.

Effective March 10, 2009 through October 31, 2010, eligible residence customers who call to disconnect their access line(s) and decide to retain the line(s) will receive a \$5.00 bill credit for a maximum of 24 months, provided the access lines are retained.

Eligible customers are those residence customers who call to disconnect up to two access line(s), and then decide to retain the line(s) and have, or newly purchase, Caller ID. The nonrecurring charges associated with adding Caller ID will also be waived.

Eligible customers may only receive this offer once during the offer period. Customers must keep the required services for 30 days to receive the benefit of this offer. This offer may not be combined with other AT&T Wisconsin residence retention offers that provide a monthly discount. Customer bills will be credited \$5.00 each month per line that the access line(s) and required features are retained, up to 24 months. If the customer disconnects the line(s) or required features the remaining benefits will cease. If the customer transfers to a new address the remaining benefits will cease.

This offer is not available to subscribers of Complete Choice Basic or Complete Choice Enhanced.

(D)

CompleteLink 2.0 Save and Win/Winback Promotion

A promotional period will be established from October 10, 2012 through December 31, 2014. During this promotional period eligible business customers subscribing to a new CompleteLink 2.0 agreement for a 2-year or 3-year^{/1/} 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. (C)

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.

^{/1/} For agreements established on or after October 3, 2013 the 3-year term agreement will no longer be available. (N)
(N)

\$10 Voice Offer Promotion

A residential access line offer will be made available during the promotional period of November 15, 2008 through March 31, 2010.

Eligible customers will receive a monthly bill credit on their primary access line for service in Rate Groups A or B, to result in a \$10 price for the primary access line in Rate Groups A or B.

Eligible customers are those residence customers who request to disconnect their network access line and agree to retain their network access line.

Customers must retain the service for 30 days to receive the benefit of this offer.

This offer cannot be combined with any other competitive acquisition cash back offer or retention offer.

Message Voice Promotion

A promotional period will be established from April 1, 2010 through September 30, 2011. (C)

Eligible customers are those residential customers who request to disconnect their network access line and agree to retain their network access line. Eligible customers will receive a \$3.00 monthly bill credit on their primary access line in either Rate Group A or B.

Customers must retain the service for 30 days to receive the benefit of this offer. This offer cannot be combined with any other access line retention offers.

(D)

(D)

Message Voice Promotion

A promotional period will be established from April 1, 2010 through September 30, 2011.

Eligible customers are those residential customers who request to disconnect their network access line and agree to retain their network access line. Eligible customers will receive a \$3.00 monthly bill credit on their primary access line in either Rate Group A or B.

Customers must retain the service for 30 days to receive the benefit of this offer. This offer cannot be combined with any other access line retention offers.

Mobility National Retail Service Connection Charge Waiver

A retail promotional period shall be established from February 15, 2008 through December 31, 2015. (C)
During this promotional period, eligible AT&T residence customers who place their order for new phone service with AT&T will receive a waiver of the line connection and service order charges.

Eligibility customers must subscribe to an AT&T network access line and a minimum of Complete Choice Basic via an AT&T Mobility store or a National Retailer.

(D)

Standardized CompleteLink 2.0 Save Promotion

A promotional period will be established from July 6, 2010 through October 9, 2012. 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 as found in Part 4, Section 2 of this Tariff. (C)

Eligible customers are Save customers, i.e. 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 E.1., *Termination Charges and Credit Allowances*. 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 2 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%

PROMOTIONAL WAIVERS (cont'd)**Welcoming Rewards Win/Winback Promotion**

A retail promotional period shall be established from April 7 2009, through May 1, 2016. During this promotional period eligible business customers subscribing to new business local exchange access lines or trunks or Centrex will receive a one-time credit based on the number of new lines ordered. The first line will receive a credit of \$50.00. Lines 2 up to 20 will receive a credit of \$25.00 per line. Lines must be at the same location and only the first 20 lines will qualify. In addition, waivers will be provided for the normally applicable service ordering, line connection, and central office connection non-recurring charges (NRCs) associated with the installation of local exchange access lines or trunks or Centrex, up to 20 lines maximum per location, for the initial order only. This promotion may be combined with the Centrex Nonrecurring Charge (NRC) Waiver and the AT&T Business Local Calling Trio Month Rewards Promotion. The one time credit(s) will be provided within the first two bill cycles. In addition, a waiver of the non-recurring service establishment charges normally associated with Custom Calling and Advanced Custom Calling Services ordered at the time of initial order placement will be provided for up to 20 lines.

(C)

Eligible customers include those businesses that are currently with another carrier and are establishing service with the Company. Eligible customers must subscribe to new business local exchange access lines or trunks or Centrex and select one of the specified term plan offers listed below. Customers must also commit to an oral 1 year Welcoming Rewards Promotional Agreement in order to receive the benefits.

Eligible customers must subscribe separately to one of the following term plan offers in order to receive the Welcoming Rewards benefits: AT&T Business Local Calling or Centrex (with a minimum of 6 basic or electronic key lines for a 2, 3, 5, or 7 year term). All terms and conditions applicable to AT&T Business Local Calling and Centrex, as appropriate, will apply. The commitment to one of the specified term plans is in addition to the oral 1 year Welcoming Rewards Promotional Agreement commitment.

This offer is only applicable at the time of placing the initial order and is not available for subsequent orders placed for additional lines or services.

The bill credits are discounts. If the customer disconnects their account prior to the expiration of the oral 1 year Welcoming Rewards Promotional Agreement, the customer will be liable for the early termination fees equal to the amount of the bill credit discounts already given. This charge is in addition to other charges that may be associated with a subscription to a qualifying term plan.

AT&T Business Local Calling 3+ Line Promotion

A retail promotional period will be established from January 02, 2012 through August 31, 2014. 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. (C)

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. All orders must be completed by September 30, 2014. (C)