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August 27, 2008
Filed Electronically

Mr. Charles L.A. Terreni, Chief Clerk
Public Service Commission of South Carolina
Synergy Business Park
Saluda Building
101 Executive Center Drive, Suite 100
Columbia, SC 29210

RE: Promotion Offered by **BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service**

Dear Mr. Terreni:

This letter is filed on behalf of BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service to advise the Commission of a special promotion the Company intends to offer within the State of South Carolina. This promotion will begin on September 2, 2008 and will end on January 2, 2009. This letter filing is submitted in Adobe PDF format and is being filed electronically via the South Carolina PSC E Tariff System. Please acknowledge receipt of this filing by email confirmation.

In accordance with Section 5.1, Special Promotions, of BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service's South Carolina P.S.C. Tariff No. 3, the Company will offer the following promotion to business customers:

AT&T Business Long Distance and Mobility Bundle Reward Promotion

(A) Promotion Description

This promotion is available to new or existing AT&T Long Distance Service Business Customers who purchase the AT&T Business Unlimited plan or AT&T Business Unlimited Flex plan and meet the eligibility requirements listed in (B) herein during the promotion availability period. Eligible Customers will receive a coupon that can be redeemed for a one-time \$75.00 Visa[®] Reward Card per Customer location.

(B) Eligibility Requirements

To be eligible for this promotion Customers must:

- (1) be a new or an existing AT&T Long Distance Service Business Customer and newly subscribe to either the AT&T Business Unlimited plan or the AT&T Business Unlimited Flex plan during the promotion availability period; and,
- (2) subscribe to local dial tone service from the Company's affiliated incumbent local exchange company; and,

AT&T Business Long Distance and Mobility Bundle Reward Promotion, (Cont'd.)

(B) Eligibility Requirements:

- (3) purchase a qualifying wireless device with a qualifying wireless voice plan, as defined in (C) herein, from the Company's affiliated wireless company with a combined bill for the Customer's wireless and wireline service; and,
- (4) request to participate in this promotion; and,
- (5) complete and submit a Company-provided redemption coupon within the submission deadline.

(C) Qualify Wireless:

- (1) A current listing of qualifying wireless devices for this promotion may be found by visiting <http://www.wireless.att.com/home/>.
- (2) The following wireless voice plans with a minimum price of \$39.99 per month, for a minimum 2-year term commitment qualify for this promotion: Nation 450, Nation 900, Nation 1350, Nation 2000, Nation 4000, Nation 6000, Nation Unlimited, Unity Plan 900, Unity Plan 1350, Unity Plan 2000, Unity 4000, Unity 6000, Family Talk 550, Family Talk 700, Family Talk 1350, Family Talk 2000 or Family Talk Unlimited.

(D) Other Terms and Conditions:

- (1) Customers who qualify for this promotion and subscribe during the promotion availability period will receive a reward card redemption coupon and instructions via mail within 6-8 weeks after installation of all applicable services. Customer must redeem the coupon via a Company-designated website or US mail by May 29, 2009 for the one-time \$75.00 Visa[®] Reward Card. The Reward Card shall be valid for 180 days after issuance.
- (2) Reward Card cannot be applied directly by the Customer as payment to any AT&T accounts.
- (3) The Company is not responsible for lost, late, mutilated, or misdirected mail.
- (4) Void where prohibited, taxed or restricted.

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AT&T Business Long Distance and Mobility Bundle Reward Promotion, (Cont'd.)

(D) Other Terms and Conditions, (cont'd.):

- (5) Other terms and restrictions apply. The Visa[®] Reward Card is subject to additional terms and conditions imposed by card issuer.
- (6) This promotional offer may not be combined with the following promotions: AT&T Business Exclusively 50 Promotion, AT&T Business Exclusively 40 Promotion, AT&T Complete Access Promotion, AT&T Business Long Distance Bundle Reward Promotion or AT&T Long Distance Bundle Bonus Promotion.

(E) Promotion Availability

This promotion is available beginning on September 2, 2008 and will end on January 2, 2009. All services must be activated by March 2, 2009.

If you have any questions regarding the enclosed material, please contact me at (407) 740-8575 or by email at tforte@tminc.com. Thank you for your assistance in this matter.

Sincerely,



Thomas M. Forte
Consultant to BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service

TMF/mew
Enclosure

file: BellSouth - SC
tms: SCx0830
proj.: 4897-511