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March 17, 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 March 20, 2008 and will end on May 31, 2008. 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 residential customers:

\$50 Unlimited Cash Back Closer Coupon Promotion II

(A) Promotion Description

Residential Customers will receive a coupon redeemable for a cash back reward of \$50¹ for subscribing to an eligible calling plan listed in (C) herein during the promotion availability period; and demonstrate to the Company's reasonable satisfaction that they will accept a competitor's offer in the absence of any further inducement from the Company to subscribe to Company service, when they meet all the eligibility requirements under the terms and conditions below:

(B) Eligibility Requirements:

- (1) Customers must subscribe to one of the eligible plans in (C) herein during the promotion availability period.
- (2) The Customer must redeem the coupon provided by the Company via a Company-designated website or by calling the telephone number listed on the coupon. Coupon must be redeemed within the ninety (90) days following the date of the order.

¹ This promotion is the same as the promotion in the Company's Interstate Residential Services Pricing and Service Guide. Customers will only be eligible for one coupon for both interstate and intrastate service.

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BellSouth® \$50 Unlimited Cash Back Closer Coupon Promotion II (Cont'd.)

(B) Eligibility Requirements, (cont'd.):

- (3) The Customer must remain a current subscriber to an eligible calling plan at the time of the coupon redemption processing.
- (4) The Customer may only redeem one coupon for one eligible plan from the Company within the promotional period. Only one coupon is available for one line per account.
- (5) Customers who change from one eligible calling plan to another or deactivate then reactivate their existing calling plan during the promotion availability period are not eligible for this promotion.
- (6) Customers who transfer service from one address to another address are not eligible for this promotion.
- (7) BellSouth Long Distance reserves the right to discontinue this promotion at any time without notice.
- (8) This promotion will begin on March 20, 2008 and will end on May 31, 2008.

(C) Eligible Plans

Complete Choice® Unlimited Plan
Unlimited Nationwide Calling Basic Plan
Unlimited Nationwide Calling Basic Preferred Plan
Unlimited II Plan
PreferredPack® Unlimited Plan

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: SCx0805
proj.: 4897-436