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December 18, 2008

Mr. Charles L. A. Terreni  
Chief Clerk/Administrator  
Public Service Commission of South Carolina  
101 Executive Center Dr.  
Columbia, South Carolina 29211

Dear Mr. Terreni:

Attached for filing with the Commission are the following pages:

Private Line Service Tariff

Section B7 - Second Revised Page 47  
- First Revised Page 48

The purpose of this filing is to modify the existing BellSouth Select Business Program by eliminating the BellSouth President's Reward, which is an additional bonus reward option, from that Program. Elimination of this option will have no impact on points already earned under the BellSouth President's Reward or on points that have been or may be earned under the sections of the BellSouth Select Business Program that will remain in effect.

Affected customers will receive notice of this modification no later than January 7, 2009.

Yours very truly,

  
Executive Director

Attachment

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.



## B7. DIGITAL NETWORK SERVICE

### B7.11 Business Programs

#### B7.11.1 BellSouth Select Business Program

For the purpose of this sub-section, B7.11.1, concerning the BellSouth Select Business program, "BellSouth" shall mean BellSouth Telecommunications, Inc. and its Affiliates and BST shall mean BellSouth Telecommunications, Inc.

- A. The BellSouth Select Business program ("Program") is a BellSouth-wide customer loyalty program. The Program allows customers who meet certain criteria set by each participating BellSouth company to earn points ("Select Points") that can be redeemed for (1) various BellSouth regulated and non-regulated products and services (including discounts on such products and services); (2) cash, in the form of a check; or (3) non-BellSouth products and services (including discounts on such products and services). In order to redeem Select Points, Program participants must be current on payment of their BellSouth account(s). If a Program Participant fails to "actively participate" in the Select Program during any three (3) year period following Program enrollment, Program participation will be terminated and all accumulated and unredeemed Select Points will be forfeited. "Actively participates" means any of the following activities: Select Point redemption, logging onto the Select Program website, contacting the Select Service center or other specified activities identified on the Select Program website. Example: Customer that enrolls in the Program on January 1, 2005 but fails to actively participate in the Program will be removed from the Program on March 31, 2008. Provisions of this tariff apply to all existing and future Program Participants.
- B. Under BST's Program eligibility requirements any existing or new business customer that spends between one hundred dollars (\$100) and three thousand five hundred dollars (\$3,500) per month on regulated and non-regulated services from BST is eligible for enrollment in the Program. There is no charge to enroll in the Program and no term or volume commitment associated with the Program. Customers that increase their monthly spend above the initial eligibility criteria may remain in the Program, however, the maximum number of Select Points that a customer can earn as a result of their monthly BST spending is three thousand five hundred (3,500) per location per month. BST customers that meet the spending requirements at the time of enrollment in the Program, continue to subscribe to BST services, and subsequently spend less than one hundred dollars (\$100) per month on BST services, may remain in the Program and redeem Select Points previously credited to their Program account. No Select Points will be awarded, however, during periods when a customer's monthly BST spending is below one hundred dollars (\$100). Customers may terminate their participation in the Program at any time by notifying BellSouth.
- C. BellSouth customers enrolled in the Program receive one (1) Select Point for each dollar of spending for BST products and services. Select Points awarded by other BellSouth companies may vary. Customer spend is calculated based on the sum of all charges including taxes, FCC charges and 911 charges. In addition to the standard points earning outlined in this tariff, BellSouth Select participants may, from time to time, be awarded additional points (including bonus points) based on specific purchases or actions. Consistent with applicable Commission requirements, a separate promotional filing will be made with respect to any such point awards that are based on the purchase of regulated products or services or subscription to other tariffed offers.
- D. Program participants may change their service address (within the BST service territory), add additional qualifying services, or make changes to the telephone number(s) associated with their enrolled account and continue as a Program participant. If a Program participant discontinues all BellSouth products and services, Program participation will be terminated and all accumulated and unredeemed Select Points will be forfeited, unless such customer maintains Program eligibility based on spending with other participating BellSouth companies. If the former Program Participant (a) returns to BellSouth for the same or substantially equivalent services within 90-days of terminating services (b) enrolls in the Program, and (c) requests reinstatement of forfeited Select Points, such Select Points will be reinstated.
- E. BellSouth will provide notice of the existence of the Program and all eligibility requirements to its customers. Eligible customers may enroll by visiting the Program website ([www.bellsouthselectbusiness.com](http://www.bellsouthselectbusiness.com)), by calling a BellSouth business office or in response to targeted BellSouth contacts with eligible customers.
- F. BellSouth reserves the right to terminate the Program at any time. No additional Select Points will be awarded from and after the Program termination date.
- G. Further information concerning the Program, including Select Point redemption options and other terms and conditions of the Program, is available at [www.bellsouthselectbusiness.com](http://www.bellsouthselectbusiness.com). In the event of a conflict between any of the information set forth in the referenced website and this tariff, the terms and conditions of this tariff will prevail. (T)
- H. (DELETED) (D) (T)

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
SOUTH CAROLINA  
ISSUED: December 18, 2008  
BY: President - South Carolina  
Columbia, South Carolina

PRIVATE LINE SERVICES TARIFF

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Cancels Original Page 48

EFFECTIVE: January 1, 2009

## **B7. DIGITAL NETWORK SERVICE**

### **B7.11 Business Programs (Cont'd)**

#### **B7.11.1 BellSouth Select Business Program (Cont'd)**

*H.* (DELETED)

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