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July 9, 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 July 15, 2008 and will end on December 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 business customers:

**AT&T Bundle Reward Promotion**

**(A) Promotion Description**

Eligible AT&T Long Distance Service ("Company") Business Customers who newly subscribe to the Business Unlimited Plan during the promotion availability period will receive a reward amount equal to either \$100 or \$250 to be applied towards a reward card ("Promotion Benefit"). The Promotion Benefit will be based on the number of lines to which the Customer subscribes.

**(B) Promotion Benefit:**

<u>Number of Lines</u>	<u>Reward Amount</u>
1 line	\$100
2 or more lines	\$250

**AT&T Bundle Reward Promotion, (Cont'd.)**

**(C) Eligibility Requirements:**

During the promotion availability period, Customers must :

- (1) newly subscribe to the Business Unlimited Plan; and,
- (2) newly subscribe to Complete Choice<sup>®</sup> for Business service provided by the Company's affiliated incumbent local exchange company ("Affiliated ILEC") and commit to a local term agreement for this service; and,
- (3) previously subscribed to local dial tone service from the Company's Affiliated ILEC and are returning to the Company's Affiliated ILEC for their local service or currently have all of their local service with a local provider that is not an affiliate of the Company; and,
- (4) newly subscribe to FastAccess<sup>®</sup> Business DSL, FastAccess<sup>®</sup> Business DSL Plus or FastAccess<sup>®</sup> Business DSL 6.0 provided by the Company's Affiliated ILEC and commit to a minimum thirty-six (36) month term agreement for the qualifying FastAccess<sup>®</sup> DSL service; or,
- (5) newly subscribe to AT&T High Speed Internet U-verse Enable 1.5, 3.0, 6.0 or 10.0 (where available) provided by the Company's Affiliated ILEC and agree to a twelve (12) month agreement for qualifying AT&T High Speed Internet U-verse Enable service.

**(D) Other Terms and Conditions**

- (1) Customer is only eligible for one reward amount. Eligible multi-location customers can only have one location participate in this offer and is only eligible to receive one reward amount.
- (2) This promotion may not be combined with any other promotion except for the Business Advantage Promotion.
- (3) Where Customer qualifies for a corresponding reward card promotion from affiliates of the Company, the Company may provide Customer with a single, combined Reward Card.

**(E) Promotion Availability**

This promotion will be available beginning July 15, 2008 and ending December 31, 2008. All services must be activated by February 28, 2009.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas M. Forte". The signature is fluid and cursive, with a large initial "T" and "F".

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

TMF/mew  
Enclosure

file: BellSouth - SC  
tms: SCx0822  
proj.: 4897-492