

RECEIVED

JUL 22 2005

PUBLIC SERVICE
COMMISSION

BellSouth Long Distance, Inc.
KY Adm Case No. 2005-00186
Attorney General's Data Request
June 23, 2005
Item No. 1
Page 1 of 1

REQUEST: Please provide copies of all advertisements, regardless of medium, solicitations, and explanations provided to the public to introduce, explain and/or market any plan labeled or otherwise described as "unlimited." In the event that the medium used is audio or video in nature, a transcript of same is deemed sufficient.

RESPONSE: BellSouth Long Distance has a voluminous amount of advertising that contains references to its unlimited plans since their inception in March of 2003. Because of the volume of this material, BellSouth Long Distance is attaching a representative sample of each of its types of advertising (direct mail, print, radio and television). Also attached is information provided in our fulfillment materials, service representative disclosure statements, and copies of pages from our sales web site, which include these disclosures.

**Sample of
BellSouth Long Distance
Unlimited Plan
Direct Mail**

BLS-36-096
BellSouth Answers (Cell#16-B)
John Q. Sample
1234 Anywhere Avenue
Anywhere, US 12345-0000

A
1 of 2
DM

Dear John Q. Sample:

Why use multiple companies for your communications needs when you can get it all from BellSouth? Only BellSouth Answers offers you all the services you need on one bill—local, long distance, Internet, and Cingular® Wireless—plus cash back for each new qualifying service you select. With BellSouth Answers it's easy to simplify your life and you'll enjoy extra savings, too.

Cash back¹ begins with the BellSouth® Complete Choice® plan.²

When you become a BellSouth Complete Choice plan customer, you'll get \$25 cash back, unlimited local calling, special features, plus new, lower prices on other services. Add the Unlimited Long Distance plan³ and call anywhere in the U.S., any time for one low monthly rate. With this plan you'll also get an additional \$25 cash back and save even more on wireless and Internet services each month.

Here are two bundle options and other cash-back offers that might be right for you:

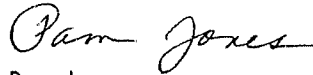
BellSouth® Internet AnswersSM bundle
<ul style="list-style-type: none">• BellSouth® FastAccess® DSL Lite* with free modem and activation (after rebates with 12-month commitment) plus two free months of service at no charge.⁴ GET \$25 CASH BACK• Unlimited long distance plan for calling anywhere in the U.S., any time for one low monthly rate. GET \$25 CASH BACK• BellSouth Complete Choice plan, including unlimited local calling, Call Waiting, Caller ID, and more. GET \$25 CASH BACK
\$99.99/month
Save up to \$99.99/year⁵
Total Cash Back: \$75

BellSouth® Ultimate AnswersSM bundle
<ul style="list-style-type: none">• BellSouth FastAccess DSL Lite• Unlimited long distance plan• BellSouth Complete Choice plan Plus: <ul style="list-style-type: none">• Cingular Wireless plans⁷ featuring RolloverSM Minutes, Night and Weekend Minutes, and an activation fee credit⁸ GET \$25 CASH BACK
\$99.99/month
Save up to \$99.99/year⁹
Total Cash Back: \$100

Get cash back before it's too late.

Our cash-back offer is only available for a limited time, so sign up today. To get all the services you need, special savings, and our award-winning customer service, call 1.866.745.8837.

Sincerely,



Pam Jones
Vice President, Consumer Marketing

P.S. BellSouth has other long distance, Internet, and wireless plans available, and we can customize a bundle that's right for you. The more new qualifying services you add to your bundle, the more cash back you'll receive. To find out more, see our enclosed brochure or call 1.866.745.8837.

Get up to \$100 cash back with BellSouth Answers. Offer ends 3/31/04.

Call 1.866.745.8837
or visit bellsouth.com/answers3

*Prices not available in all areas. Check your local telephone number for eligibility. Customers who bill FastAccess service to a phone line with BellSouth Unlimited plan receive \$15 monthly savings, and customers who bill FastAccess service to phone line with BellSouth Complete Choice plan without the BellSouth Unlimited plan receive \$10 monthly savings. The regular monthly price for FastAccess DSL Lite is \$39.95; FastAccess DSL is \$49.95. Prices in some states require BellSouth retail voice line. Only one discount per phone line.



A
2 of 2
Dm

BellSouth FastAccess DSL Lite requires \$50 activation fee & DSL modem; plus \$14.95 modem shipping charge for BellSouth purchased equipment.

BellSouth Internet Services (Dial and FastAccess DSL) are not available in all areas & are subject to BellSouth Internet Service terms & conditions. Other restrictions apply. Prices subject to change.
*Only valid for new qualifying services customers. Eligible residential customers will receive a \$25 coupon per qualifying service to be returned to BellSouth. BellSouth will send a check within 6-8 weeks after the receipt of the coupon. See coupon for redemption details. To be eligible for the cash back offer for Complete Choice plan, customer must become a new Complete Choice plan customer. To be eligible for all other \$25 cash back coupons in this offer, customer must be a new or existing Complete Choice plan customer and become a new subscriber to the other qualifying service(s) (BellSouth Unlimited Long Distance plan, BellSouth Dial Internet Service, BellSouth FastAccess DSL or Cingular Wireless). Offer excludes existing qualifying services moved to a new service address. Offer may not be combined with other promotional offers on some services. Limited time offer. Offer period 1/5/04-3/31/04.

*The Complete Choice plan is available to residential customers only. Features must be compatible & are subject to availability. Some features work only for calls dialed directly between customers where the services are available. Some features require additional equipment/services.

*BellSouth Unlimited plan is for domestic residential voice usage only and only available to Complete Choice plan customers. Not available to customers with Variable Call Forwarding, Preferred Call Forwarding or Remote Access to Call Forwarding features on local line. Calls must be dialed 1+ area code and telephone number to count under the Unlimited plan. Other restrictions, terms and conditions apply. Additional state-mandated charges may apply on certain specified routes. International calls extra. If usage exceeds by 15 times the average usage of all customers on plan in customer's state, the subscriber may be charged additional fee of \$80 per month or may be offered another plan. BellSouth Nickel Value plan minutes apply to residential lines pre-subscribed to BellSouth Long Distance, Inc. Includes local toll and interLATA toll calls if BellSouth Long Distance is selected as both local toll service and interLATA toll service provider. Customers will be billed \$.01 per minute on domestic direct dialed calls each month for their first three monthly billing periods in which they subscribe to Nickel Value plan. Promotion applies to domestic call charges only and only to new customers of BellSouth Long Distance. Promotion expires 3/31/04. Taxes, fees and other charges, including Universal Service Fund, apply. A Carrier Cost Recovery Fee of \$0.99 will be charged monthly. This fee is not a tax or charge imposed or required by any government. Long distance services provided by BellSouth Long Distance Inc., and are available in BellSouth areas.

*Offers available to new residential customers only. BellSouth may provide refurbished modem. Customer will be billed for modem and will receive rebate coupon in installation kit. Modem rebate will be a credit on customer's bill. Activation rebate will be a check for \$50 mailed to customer's billing address. Free months of service will be a credit on customer's bill for the 1st & 3rd months of FastAccess service. Charges for additional services such as HomeNetworking Plus are not included in 2 free months offer. Applicable taxes and fees based on the full price of all products and services, and no taxes, fees or shipping and handling charges will be added to any reward or rebate. See coupons for offer details. The following rebate charges will apply in the event of early termination: activation/modem 0-6 months = 100% of rebate, 7-12 months = 50% of rebate.

*Customers who bill Dial Internet Service to phone line with BellSouth Unlimited plan receive \$10 monthly savings. Customers who bill Dial Internet Service to Complete Choice plan phone line without Unlimited plan receive \$5 monthly savings. Regular price is \$14.95. Monthly price for customers who bill Dial Internet Service to credit card is \$20.95. Only one discount allowed per phone line. Charges for additional features; toll charges for dial access numbers that are toll or long distance calls for you; & taxes & other fees assessed by governmental entities may apply.

*BellSouth Accelerator Technology is not compatible with Macintosh® computers & only increases the throughput, delivery & response time of Web content but does not increase speed of dial connection.
*Customers with Unlimited plan receive \$10 monthly savings. Complete Choice customers without Unlimited plan receive \$5 monthly savings. \$39.99 monthly service charge for non-Complete Choice customers. Savings for Complete Choice plan customers will appear as a Bundled discount on the monthly bill. Limited time offer. Other monthly charges apply, see below.
*Regular also imposes the following charges: Regulatory Cost Recovery Fee of up to \$1.25 to help defray its costs incurred in complying with obligations & charges imposed by State and Federal telecom regulation, gross receipts surcharge, & State & Federal Universal Service charges. The regulatory Cost Recovery Fee is not a tax or government charge.

Limited time offer. Other conditions and restrictions apply. See contract and rate plan brochure for details. Requires credit approval. \$36 activation fee applies. Early termination fee of \$240 prorated over the length of the service agreement applies to subscriptions in the following states: FL, GA, SC, NY, NC, AL, KY, TN, MS, LA & parts of IN. Night hours are 9pm-7am Mon.-Fri., and weekend hours are 9pm on Fri.-7am Mon. Mobile to mobile minutes available when both customers are on Cingular network within local calling area. Rollover Minutes (unused package minutes) expire: (1) after twelve months (2) immediately upon default or if customer changes rate plans to non-rollover plan. Rollover minutes are not redeemable for cash or credit and are not transferable. Minutes will not roll over until after first month's billing. Only available on plans \$39.99 and higher. Night and Weekend minutes do not roll over.

*Savings represent comparison of purchase of BellSouth Complete Choice plan vs. regional average price for local service & 5 most popular features, plus affiliate savings. Full affiliate price savings require the purchase of Complete Choice & Unlimited plan. Savings will vary by state.

Taxes, fees and other charges, including Universal Service Fund, apply. Other conditions & restrictions apply. ©2004 BellSouth Corporation. All rights reserved. All BellSouth trademarks contained herein are owned by BellSouth Intellectual Property Corporation. All Cingular trademarks contained herein are the property of Cingular Wireless LLC.

>> All your savings wrapped up in a sweet deal.

Sign up today and get
up to \$100
CASH BACK*

B.
1 of 3
DM

Dear John Q. Sample:

Think about how much you're currently paying for Internet, cable TV service and long distance calling. Now think about this: you could be paying less if you got them all from BellSouth. Plus get cash back when you bundle these services and put money back in your pocket where it belongs.

Become a BellSouth® Complete Choice® plan customer¹ and you'll enjoy unlimited local calling and special features that let you manage your calls. Not only that, you'll become eligible for \$5 monthly savings on other services, including high-speed Internet and digital TV. Plus add the BellSouth® Unlimited Plan for long distance and double your savings up to \$10 a month.

The two bundle options below include Complete Choice and highlight how you can start saving today.

BellSouth® Internet Answers™ bundle

- BellSouth® FastAccess® DSL Lite with instant connections to the Internet and no delays or busy signals. Get a free modem and activation after rebates with 12-month commitment by 3/11/05². Plus, get \$15 off each month for the first six months³.
- BellSouth Unlimited Plan for long distance calling anywhere in the U.S., anytime for one low monthly rate⁴.
- BellSouth Complete Choice plan, including unlimited local calling and multiple calling features such as Caller ID Deluxe, Call Waiting, Call Block, Call Forwarding and more.

\$XX.XX/month for the first six months

Save up to \$XXX for the first year⁶
(includes six-month promotional discount)

\$25 Cash Back

BellSouth® Ultimate Answers™ bundle

- BellSouth FastAccess DSL Lite
- BellSouth Unlimited Plan for long distance
- BellSouth Complete Choice plan

Plus:

- DIRECTV® TOTAL CHOICE® with Local Channels package featuring over 125 all digital-quality channels. Get a free DIRECTV® System for up to 3 rooms including Free Standard Professional Installation with your annual commitment. And now, get three free months of HBO® and Cinemax® when you sign up by 2/28/05⁷.

\$XX.XX/month for the first six months

Save up to \$XXX for the first year⁶
(includes six-month promotional discount)

\$100 Cash Back

Prices listed above do not include taxes, fees and other charges.

BellSouth also gives you extra benefits no other company can offer:

- Get all these services from BellSouth—local, long distance, International, Internet, Cingular Wireless®, and DIRECTV® service
- Award-winning customer service
- Customized bundles that fit your lifestyle with extra savings

Hurry—sign up before it's too late.

These offers are only available for a limited time, so sign up today. To get all the services you need, cash back, special savings, and our award-winning customer service, call 1.877.251.0937 today.

Sincerely,

Kim S. Whitehead

Kim S. Whitehead
Vice President, Consumer Segment Marketing

Get up to \$100 cash back with BellSouth Answers:⁸

Hurry, offer ends soon.

Call 1.877.251.0937 or visit bellsouth.com/cashback

 **BELLSOUTH**
Listening. Answering.™



PAY TO THE ORDER OF

BLS-36-180: P1 Answers
Version: Cell 22 (MIX11)
John Q. Sample
1234 Anywhere Avenue
Anytown, US 12345-0000

Hurry, offer ends soon.

up to \$100.00

up to one hundred dollars^{.00/100}

Kim S. Whitehead

Vice President, Consumer Segment Marketing

B
2 of 3
Dm

B
3 of 3
Dm

Cash Back: New and existing BellSouth® Complete Choice® plan subscribers only. \$25 cash-back coupon with a domestic BellSouth® Unlimited Plan for long distance; \$75 cash-back coupon with new subscription to FastAccess DSL and qualifying DIRECTV plan. Check to be sent 4-6 weeks after receipt of coupon to customers who retain qualifying service. New subscribers only. Other restrictions apply. Offer ends 4/30/05.

***BellSouth Complete Choice plan** is for residential customers only. Features must be compatible & are subject to availability. Some features require additional equipment/services. Long distance or expanded local calling rates may apply for Call Return and Three-Way Calling.

Rebate Terms: Modem credit will be applied to your bill by end of second month billing period, and activation rebate mailed within two months, after receipt of complete and valid rebate form. Applicable taxes and fees based on the full price of all products and services, and no taxes, fees or shipping and handling charges will be added to any reward or rebate. Instructions to redeem rebates are on rebate coupons in self-install kit, or are sent by e-mail for professional installations. **Other Terms:** Early termination results in charge of up to 100% of modem/gateway and activation rebate. BellSouth may provide refurbished modem or gateway. **Eligibility:** New residential Internet service customers only. Service not available in all areas. BellSouth may modify or cancel offer without notice. Other conditions may apply. Read service agreement on Web site or call for details.

FastAccess DSL special price offer (\$15 monthly discount) expires 3/11/05. Service requires a DSL modem or home networking gateway. Regular monthly FastAccess DSL charges apply after first 6 full months. Less than \$10 a month price based on BellSouth® FastAccess® DSL Lite service, and requires the BellSouth Unlimited Plan for long distance billed to same line. In LA & GA, BellSouth retail local phone service is also required. Prices vary with service location, speed options and other BellSouth-subscribed services. **Charges:** \$50 activation fee; \$14.95 shipping charge for BellSouth-purchased equipment. Taxes and additional charges apply. BellSouth imposes a Regulatory Cost Recovery Fee (\$2.97/month) to offset the Federal Universal Service Fund charge and other costs incurred in complying with regulatory obligations. This fee is not imposed or required by a government entity.

BellSouth Unlimited Plan available only to BellSouth Complete Choice plan customers. Domestic residential voice usage only. Callers under this plan must dial 1+area code+domestic number. Usage in excess of typical residential usage, which is presumed to be 5,000 minutes/month, may be subject to additional \$50 fee. Other terms, conditions & restrictions apply. Taxes, fees & other charges, including Universal Service Fund, apply.

Free Equipment & Installation: Offer available to new residential customers who purchase any DIRECTV® System and subscribe to 12 consecutive months of any DIRECTV TOTAL CHOICE programming package (\$36.99/mo. or above), DIRECTV PARA TODOS programming package (\$26.99/mo. or above) or qualifying international services bundle within 30 days of equipment purchase. **HBO®/CINEMAX®:** For this limited-time offer, activate HBO® and Cinemax® with your annual programming commitment within 30 days of equipment purchase. In the fourth month, customer HBO® and Cinemax® services will roll to the regular payable monthly charge for each service. In select markets, DIRECTV offers local channels. Eligibility based on service address. **ACTIVATION MAY BE SUBJECT TO CREDIT APPROVAL AND REQUIRES VALID SERVICE ADDRESS, SSN AND/OR MAJOR CREDIT CARD. PREPAYMENT MAY BE REQUIRED. FAILURE TO ACTIVATE DIRECTV SYSTEM WITHIN 30 DAYS OF PURCHASE MAY RESULT IN CHARGE OF \$150 PER DIRECTV RECEIVER NOT ACTIVATED. FAILURE TO MAINTAIN ANNUAL PROGRAMMING COMMITMENT WILL RESULT IN PRORATED FEE OF UP TO \$150, IN LIEU OF PAYMENT, YOU MAY RETURN YOUR DIRECTV SYSTEM TO DIRECTV. VISIT DIRECTV.COM OR CALL 1-800-DIRECTV FOR DETAILS.** Programming, pricing, terms and conditions subject to change. Taxes not included. Receipt of DIRECTV programming subject to the terms & conditions of DIRECTV Customer Agreement; copy provided at DIRECTV.com and in your first bill.

Savings based on comparison of advertised bundle vs. regional average price for local service, five most popular features plus Internet and other advertised services purchased individually. Savings will vary by state and depend on services purchased. Customer account must be in good standing to receive recurring monthly savings.

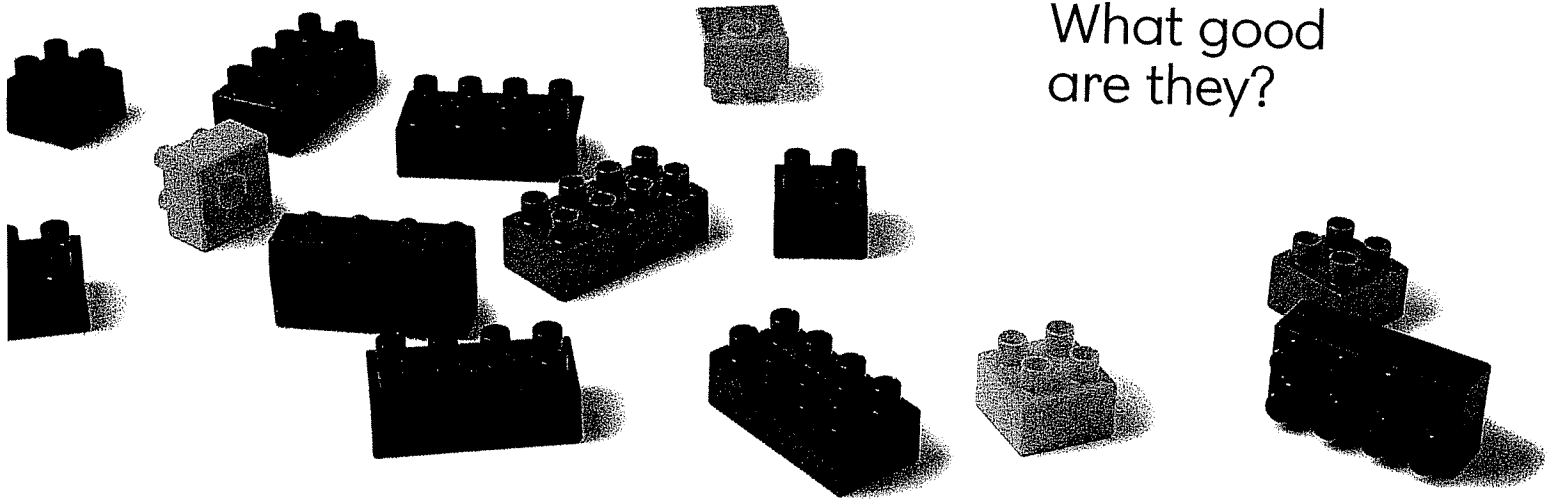
*Advertised services and features are not available in all areas. All offers may be modified or discontinued at any time without notice. Applicable taxes and fees will be based on the full monthly price of products and services and will not be credited with any reward or bill credit. Long distance provided by BellSouth Long Distance, Inc. DIRECTV service is provided by DIRECTV.

©2005 BellSouth Corporation. BellSouth marks are owned by BellSouth Intellectual Property Corporation. DIRECTV and the Cyclone Design logo, TOTAL CHOICE and DIRECTV PARA TODOS are registered trademarks of DIRECTV, Inc. HBO® and Cinemax® are registered service marks of Home Box Office, Inc. TiVo and the TiVo logo are registered trademarks of TiVo, Inc. and are used with permission.

C
1 of 6
Dm

>> Apart?

What good
are they?



C
2 of 6
DM



Put them all together
and watch the
savings stack up.

C
3 of 6
DM

Experience the Internet at your own speed.

BellSouth® FastAccess® DSL Services*

Pick the plan that suits your Internet needs:

- FastAccess® DSL Lite—Enjoy quick connections with no delays or busy signals.
- FastAccess® DSL Ultra—Up to six times faster than FastAccess DSL Lite.
- FastAccess® DSL Xtreme—Twice as fast as FastAccess DSL Ultra and great for online gaming, streaming video, and more.

All speeds allow you to talk on the phone and surf the Web at the same time on the same line.



Make a long distance call your way.

BellSouth® Long Distance Plans*

Choose from a variety of plans to meet your needs:

- BellSouth® Unlimited plans for long distance—call anytime, anywhere in the U.S. for one flat monthly rate.¹
- BellSouth® Nickel Value plan—low monthly rate and 5¢ per-minute anytime, to anywhere in the U.S.²
- BellSouth® International Savings plan—low discounted rates to over 225 countries.

111 for more information about our special promotions, such as \$25 cash back or free minutes.



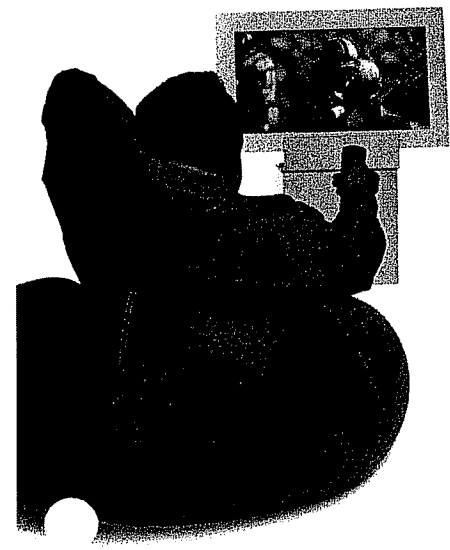
C
4 of 6
DM

See what you've been missing.

DIRECTV® TOTAL CHOICE® Programming Package*

- Enjoy over 125 all digital-quality channels including local channels for only \$41.99/month. Add \$4.99/month for separate programming on second and each additional TV.
- Free standard DIRECTV® System for up to 4 rooms including standard professional installation with your annual commitment to any TOTAL CHOICE programming package.

Plus, as a special offer, you can get the DIRECTV® TOTAL CHOICE® PREMIER package for just \$45.99 per month for the first 3 months, offering you more than 205 channels. And remember, after 3 months you can keep your TOTAL CHOICE PREMIER package for \$93.99 a month or simply call to switch to a different DIRECTV TOTAL CHOICE package.³



C
5 of 6
DM

Make yourself mobile.

Cingular Wireless® GSM Nation Plan from BellSouth

- 450 Rollover™ Anytime Minutes and 5,000 Night and Weekend Minutes.†
- Unlimited Nationwide mobile-to-mobile minutes.
- As low as \$39.99/month — even before your bundle discount — plus free long distance and roaming.‡

Free Motorola flip phone after rebate (\$179.99 value) and three free accessories. Get all this and \$25 cash back when you sign up before 4/30/05.*



Call 1.800.316.4022 or visit bellsouth.com/bundleandsave

Combine services and enjoy more savings.



C
6 of 6
DM

Enclosed letter for other important information relating to offers & service plans.

Unlimited Plan for long distance available only to BellSouth® Complete Choice® plan customers. Domestic residential voice usage only. Callers under this plan must dial 1+area code+domestic number. Usage in excess of typical residential usage, which to be 5,000 minutes/month, may be subject to additional \$50 fee. Other terms, conditions & restrictions apply. Taxes, fees & other charges, including Universal Service Fund, apply. **NICKEL VALUE PLAN:** \$3.95 monthly recurring charge applies to plans with at least 1 calling feature. presubscribed to the BellSouth® Nickel Value Long Distance plan. International calls extra. Free minutes begin with first full bill period and do not roll over from one bill period to the next. Minutes in excess of 100 free minutes a month plan rate of \$0.05/min. Taxes, fees & other charges, including Universal Service Fund, apply. BellSouth Long Distance, Inc. imposes a \$0.99 Carrier Cost Recovery Fee monthly. This fee is not a tax or charge required by government. **For a limited time, get DIRECTV® PREMIER** (a value of \$93.99/mo.) for \$45.99 a month for the first three months. Over 50 premium channels including HBO®, Cinemax®, STARZ Super Pack®, SHOWTIME UNLIMITED®, and SPORTS Pack. That's over 205 channels. Offer available to new residential who purchase any DIRECTV® System and subscribe to any DIRECTV® TOTAL CHOICE® programming package (\$41.99/mo. or above), with a one-year commitment, will receive the first three months of TOTAL CHOICE PREMIER for the price of TOTAL CHOICE PLUS to. Offer expires July 31, 2005. **Rollover™ Minutes:** Unused rollover package minutes expire after 12 months. Night/weekend and mobile-to-mobile minutes do not roll over. **\$39.99 GSM Nation Plan** requires credit approval. Cingular imposes a Regulatory Cost of up to \$1.25 to help defray costs incurred in complying with obligations & charges imposed by State and Federal telecom regulation, a gross receipts surcharge, and State and Federal Universal Service charges. This fee is not a tax or a government-required contract and rate plan brochure for other terms and conditions applicable to Cingular plans. See coverage map at stores or Cingular.com for details. **Free phone** only with the purchase of a Cingular Wireless® calling plan \$39.99 and higher. Two-year service required. Other restrictions may apply. **Complete Choice/PreferredPack plan** customers can get \$25 cash-back coupon for new purchase of any Cingular Wireless plan (\$39.99 or higher) from BellSouth. New Cingular Wireless customers only. Check 4-6 weeks after receipt of coupon to customers who retain qualifying service. See coupon for redemption details. Other restrictions apply. Offer ends 4/30/05. Advertisements and features may not be available in all areas. All offers may be modified at any time without notice. ©2005 BellSouth Corporation. DIRECTV and the Cyclone Design logo, TOTAL CHOICE and DIRECTV PARA TODOS are registered trademarks of DIRECTV, Inc. HBO® and Cinemax® are registered service marks of Home Box Office, Inc. Tivo® is a trademark of Tivo, Inc. BellSouth marks are owned by BellSouth Intellectual Property Corporation. All trademarks and service marks contained herein are owned by their respective owners.

1.800.316.4022

visit bellsouth.com/bundleandsave

 **BELLSOUTH**
Listening. Answering.®

BLS-35-088 Western Union Letter
October 10, 2003 - Cell 4 - 1D
Sample A Sample
123 Main Street
Anytown, US 12345-6789



>> Take advantage of BellSouth
Unlimited Local & Long Distance --
just \$56.75/month!*

Plus get 250 FREE long distance
minutes just for calling.**

D
1 of 2
DM

Dear Valued BellSouth Small Business Customer,

If you've been looking for a way to get more for your money, look no further. BellSouth Small Business now offers unlimited long distance calling for one low monthly rate with significant savings on local service.

Call anywhere, call anytime, call as often as you like: just \$56.75/month.*

Right now, you can get our Unlimited Local & Long Distance Plan on your first line for just \$56.75 per month * This low rate includes round-the-clock long distance calling anywhere in the U.S. and your choice of popular features like caller I.D. and call waiting -- plus, you'll continue to enjoy a broad array of other options to help your business do business. With a number of unlimited plans created for up to 9 lines and the ability to customize a plan for your business, BellSouth is sure to have what it takes to answer your needs.

BellSouth has more ways than ever to meet your business needs.

Now with unlimited local and long distance, BellSouth can do more than ever before to help your business run smarter, faster and more productively. With Internet, wireless, yellow pages advertising and more, it couldn't be easier to get everything you need from one trusted source -- on one monthly bill -- all backed by customer service you can count on.

BellSouth has a variety of solutions to keep your business communicating effectively and efficiently. Please call Sample A. Sample today at **1.866.582.4859** for a long distance consultation to learn more about our Unlimited offer and other plans that may be right for your business. If you respond by 11/18/03, we'll activate the attached 250 minute prepaid long distance card.**

Sincerely,

David Scobey
President, BellSouth Small Business Services

P.S. Hurry! Call now to activate the attached 250 minute calling card with no obligation.

Call **1.866.582.4859**

or visit bellsouth.com/smallbusiness/unlimited

250
U.S. MINUTES
Prepaid Card

Call **1.866.582.4859**
by November 18, 2003 to activate your card.

L4859

BELLSOUTH
Listening. Answering.™

Thank you for calling about BellSouth® Long Distance!

BELLSOUTH
Listening. Answering.™

D
1 of 2
DM

*Rate offer requires subscription to BellSouth® Complete Choice® for Business Package and a 36 month Complete Choice® for Business term agreement. BellSouth Long Distance, Inc. must be selected as both the local toll and interlata toll carrier for all of the customer's lines (up to 9 lines) at a single location and on a single billing account. Customers with PBX, PBX like equipment, and auto-attendants are not eligible for this plan and calls to on-line service, broadcast fax transmissions & data usage traffic is prohibited under this plan. Plan applies only to domestic outbound voice calls made from the business location. If usage exceeds by 10 times the average usage of all customers on the plan in the customer's state, the subscriber may be charged an additional fee of \$50 per month per line, or may be offered another plan. International rates vary by country - call BellSouth for details. Long distance service is provided by BellSouth Long Distance, Inc. and is available in BellSouth service areas. Services subject to terms and conditions contained in the BellSouth Long Distance Services Agreement, BellSouth Long Distance tariffs, and BellSouth Long Distance Pricing Guide(s). Rates are subject to change. Taxes, fees and other charges, including Universal Service Fund, apply. Additional state-mandated charges may apply on certain calling routes. **Free minutes via Prepaid Calling Card and are limited to one card per customer account. Must be activated by 11/16/03. © 2003 BellSouth Corporation. All service and trademarks contained herein are the property of BellSouth Intellectual Property Corporation. All BellSouth services are sold subject to terms and conditions contained in applicable tariffs and/or contracts. If the price shown in the letter is not correct for a given customer, any inconsistency between the price and the price set forth in applicable tariffs will be resolved in favor of such tariffs. Services available where facilities permit. Offer can be cancelled by BellSouth® at anytime.

SL

BELLSOUTH
Bellsouth Small Business Services
P.O. Box 40500
Jacksonville, FL 32203-0506

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
BELLSOUTH

FL
1 of 2
DM

>> Second chance savings opportunity.

03-LLD-S4Q3
Company Name
123 Main Street
AnyCity, AT 12345-6789
|||||

Date Created: 08/09/04
Data Modified: 08/09/04
Document Speed: 11 X 6

Release/Print/Operator: DRP
#01 - 08/09/04 - GSO

Initials	Op/Prod	QC	Traffic	Proof	Copy	Act	Cancel	Prod	AD

Bellsouth Answers™ bundles for Small Business.

>> Here's a reminder of what you could save with one of our bundles.

Maybe you overlooked this important savings opportunity.

Bellsouth offers a range of bundles to fit your needs — from local and long distance to wireless and Internet services — all with valuable savings. A Bellsouth® Classic Answers™ bundle is one way to save. Or call us for a custom solution.

• Your overall savings – XX% a year* on a Classic Answers bundle including Unlimited Local¹ with Bellsouth® Complete Choice® for Business plan and Unlimited² Long Distance

• Only \$XX.XX per month for the first line³ — a savings of \$XX.XX per year* (Offers require term agreements)

• Act now to get a \$50 per line bill credit and a \$25 Visa® Gift Reward**

It's your business. Get the tools you need.
Start with Bellsouth® Classic Answers™ for unlimited local and long distance. Looking for Internet power? Add Bellsouth® FastAccess® Business DSL and get instant connections without dial-up delays. Need better ways to stay in touch? Cingular® Wireless has various calling plans with unlimited mobile-to-mobile and no long distance or roaming charges.

>> Start saving today! Get a \$50 per line bill credit and a \$25 VISA® Gift Reward**

Call 1.877.253.8734 or visit bellsouth.com/smallbusiness/newpkg

*Savings based on Comparison of Classic Answers bundle with term agreements vs. purchase of individual services with no term agreements. Savings and pricing for locations in other states (cities) may differ. Other conditions apply. **\$50 per line bill credit and \$25 VISA® gift coupon are available to new qualifying Bellsouth business customers in certain areas who subscribe to a 12-month local service term agreement, equal to or less than \$50,000 yearly. New customers are defined as not having previous service with Bellsouth 30 days prior to new service connection date. Customers who receive bill credits under the program are excluded from participation in certain other Bellsouth Small Business Terms plans or programs. Reward will appear as a one-time credit in the OD&C section of the customer's bill within one or two billing cycles. Certain geographic areas excluded. The VISA® gift coupon can be redeemed at www.bellsouthnewpkgbill.com or by calling 800.383.3836. Customers will receive coupon in the mail. 7/30 business days after signing term agreement. The coupon is redeemable for either a VISA® check or VISA® debit card only. The VISA® debit card will be sent to customers 2 weeks following coupon redemption. Bellsouth provides no benefit, no assumes any liability whatsoever associated with the provisioning and use by customer of the VISA® debit card. Promo available from 7/1/04 thru 12/31/04. *Rate is for the Classic Answers bundle. Requires 36-month term agreement with Bellsouth Complete Choice® for Business (CCB) for all lines billed on a single account and includes Unlimited long distance provided by Bellsouth Long Distance, Inc. Bellsouth Long Distance, Inc. must be selected as both the local toll and interLATA toll carrier for all customer lines at a single location and on a single billing account. Bellsouth CCB Elite promotion for GA K812 Atlanta Metro area only, ends 9/30/04. Charges may apply if terminated early. Available in Bellsouth service areas where facilities permit. Features must be compatible & are subject to availability. Some features require additional equipment/services. Caller ID requires a compatible display unit. Caller ID blocking is available, so some calling names and numbers may not be displayed. Long distance or expanded local calling rates may apply for Call Return and Three-way Calling. Unlimited long distance plan available only to customers with Complete Choice for Business and is not available to customers with 89X, PBX-like equipment, and auto dialers. Calls must be dialed 1+ domestic telephone number for the call to be included without an additional charge and applies only to domestic outbound voice calls made from the business location. Calls to online service, broadcast, fax transmission & data usage traffic are prohibited. If usage exceeds by 10 times the average usage of all customers in the plan in the customer's state, the subscriber may be charged an additional \$50 per month per line, or may be offered another plan. Additional state-mandated charges may apply on certain calling routes. International rates vary by country; call Bellsouth for details. Long Distance services & rates subject to terms and conditions contained in the Bellsouth Long Distance Services Agreement, Bellsouth Long Distance tariff, and Bellsouth Long Distance Pricing Guide(s). Rates are subject to change; taxes, fees and other charges, including Universal Service Fund, apply. If savings/prices noted are not correct for a particular small business, any inconsistency between the price noted and the price set forth in applicable tariffs or pricing guides will be resolved in favor of such tariff/pricing guides. Long distance services provided by Bellsouth Long Distance, Inc. FastAccess service not available in all areas. Wireless service is subject to credit approval. Services available where facilities permit. See contract and rate plan brochure for details. All Cingular Wireless rate plans sold through Bellsouth Small Business require 12- or 24-month Cingular Wireless service agreement. \$35 Activation Fee. See Wireless Service Agreement for additional conditions and restrictions. Bellsouth reserves the right to discontinue offers at any time. Applicable taxes and fees will be based on the full price of products and services and no taxes or fees will be credited to the amount of any bill reward. Additional terms and conditions may apply to all offers. Services available where facilities permit. In Bellsouth service areas. Call for details. ©2004 Bellsouth Corporation. All service marks and trademarks contained herein are the property of their respective owners.

>> You don't always get a second chance for value like this.

Maybe you overlooked this important savings opportunity. Now BellSouth has a range of bundles that work harder for you by delivering great value. Plus, you'll always know what your expenses are with our flat rate bundle price.

- **For just \$XX.XX per month** on your first line, with a 36-month term agreement, you get Unlimited Local and Long Distance service anywhere in the U.S., including your choice of popular features like Caller ID, Call Waiting and Call Forwarding.*
- **Get your local line connection at no charge** (valued at \$XX.XX for the first line).†
- **Add our BellSouth® FastAccess® Business DSL connection** to these packaged services and you can transfer large files, search Websites and access e-mail faster than ever — only \$45/month for the first three years.**
- **Because it's bundled, you save** by getting all your services from BellSouth.

These new unlimited bundled packages give you terrific low rates — all with the simplicity of one bill from one company. To find out more, please contact a Small Business Sales Associate today at **1.866.420.2818**.

Unlimited Local &
BellSouth® Long Distance

PLUS

Add BellSouth® FastAccess®
Business DSL for only

\$XX.XX/month | **\$45/month****
on the first line*

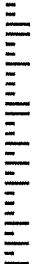
(Offers require Term Agreements; other charges apply; see below for details)



BellSouth Small Business Services
P.O. Box 40506
Jacksonville, FL 32203-0506

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
BELLSOUTH

104-UNL-S1Q4
Company Name
123 Main Street
AnyCity, AT 12345-6789



Hurry — Start Saving Now!
Order today. 1.866.420.2818
or visit bellsouth.com/smallbusiness/newpkg

*Rate offer requires subscription to BellSouth® Complete Choice® for Business (CCB) package with a 36-month CCB term agreement. All lines must be within the CCB package and billed on a single account. BellSouth Long Distance, Inc. must be selected as both the local toll and interLATA toll carrier for all of the customer's lines (up to 9 lines) at a single location and on a single billing account. Calls must be dialed 1+ to count under the Unlimited Long Distance plan. Call detail is not provided. Customers with FAX, F89like equipment, and auto-dialers are not eligible for this plan and calls to online service, broadcast fax transmissions & data usage, traffic, etc. prohibited under this plan. Plan applies only to domestic outbound voice calls made from the business location. International rates vary by country; call BellSouth for details. Long distance service is provided by BellSouth Long Distance and is available in BellSouth service areas. Service subject to terms and conditions contained in the BellSouth Long Distance Services Agreement, BellSouth Long Distance Pricing Guide(s), Rates are subject to change. Taxes, fees and other charges, including Universal Service Fund apply. Savings and/or prices for locations in other states (cities) may differ. If savings/prices noted are not correct for a particular small business, any inconsistency between the price noted and the price set forth in applicable tariffs or pricing guides will be resolved in favor of such tariffs/pricing guides.

**DSL modem or router required for service. \$34.95 modem shipping charge applies for equipment purchased from BellSouth. Offer void beginning 2/27/04. BellSouth reserves the right to discontinue at any time. This offer is for new BellSouth® FastAccess® Business DSL customers only. Customers must choose BellSouth Long Distance, sign a local service term election agreement and a 36-month FastAccess Business Fundamentals term agreement. In the event the customer terminates the FastAccess term agreement, customer must pay \$20 per month multiplied by the number of months remaining on their agreement. FastAccess Business DSL is not available in all areas and pre-qualification does not guarantee service availability at installation location. In some states, these prices require BellSouth retail local phone service. This offer may not be combined with other FastAccess Business DSL offers. Services available where facilities permit. Three Connection Waiver offer available between January 2, 2004 and March 31, 2004. Offer applies to new BellSouth Small Business customers only that sign a local service term agreement and purchase one or more lines in the BellSouth Complete Choice® for Business package. Service is subject to terms and conditions set forth in the appropriate tariff. Customers will receive a line connection waiver for up to 9 lines purchased. Connection charges for new lines vary by state. Connection charges for subsequent lines offer the first line are at a reduced rate. Connection charges do not include hook and wiring. Order is subject to credit approval. Applicable taxes and fees will be computed based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any rewards given under this program. Also, regulatory cost recovery (see apply); FastAccess® Business DSL, \$2.97; Long Distance, \$0.99. ©2004 BellSouth Corporation. All service marks and trademarks contained herein are the property of BellSouth Intellectual Property Corporation.

PC-FM

PC-L-5

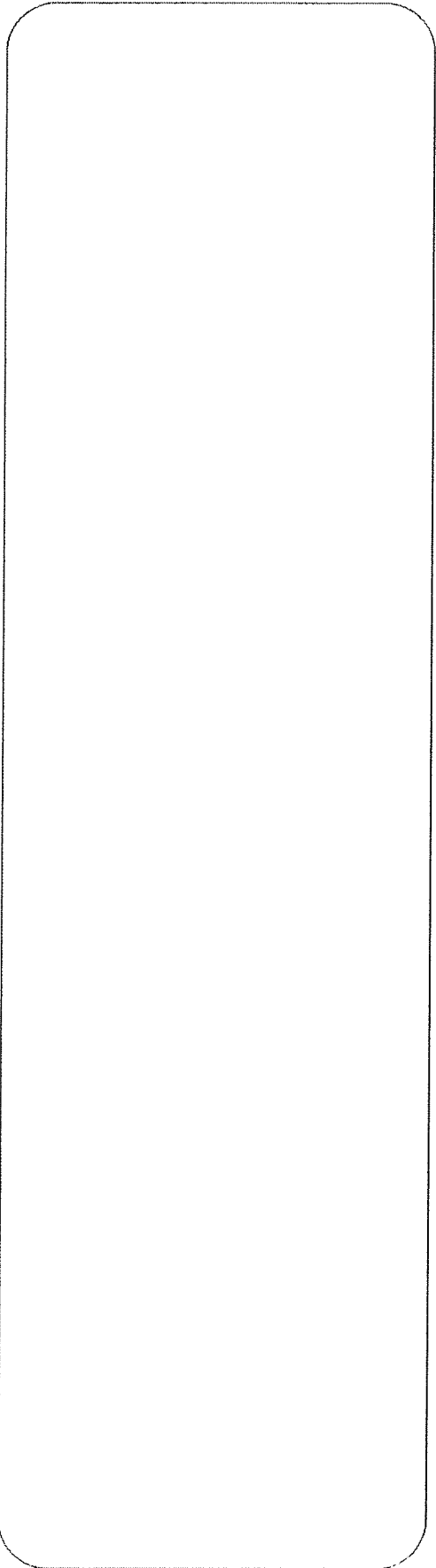


P.O. Box 40506
Jacksonville, FL 32203-0506

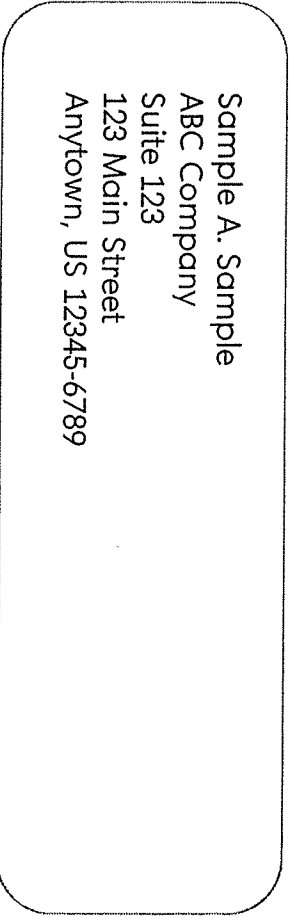
Handwritten: 70401

Come back to BellSouth. Choose a bundle. Then get back to business...

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
BELLSOUTH



(See inside for details)



Sample A. Sample
ABC Company
Suite 123
123 Main Street
Anytown, US 12345-6789

G
2 of 4
DM



Can your new provider deliver these BellSouth advantages?

- Customized bundles for savings on just what your business needs
- The combined reach of The Real Yellow Pages® and RealPages.com®
- BellSouth Select BusinessSM rewards to earn you cash or merchandise

Come back and we'll deliver it all with world-class service & savings.

XXXXXXXXXXXXXXXXXX
Sample A. Sample
ABC Company
Suite 123
123 Main Street
Anytown, US 12345-6789

G
3 of 4
Dm

Especially for [Company Name],

This is supposed to be a standard notice telling you that we've completed your request to switch your local phone service to another carrier. However, there's nothing standard about your business. And we are more prepared than ever to deliver communications, savings, and service tailored to your needs.

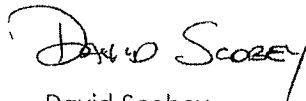
Right now, you can take advantage of new ways to save money with BellSouth that you may not have been aware of when you switched providers. So here's a special opportunity to come back...

- **Choose from our new money-saving BellSouth® AnswersSM bundles, including our Classic AnswersSM with unlimited local and long distance calling. With a 36-month term agreement, you'll pay \$XX.XX a month for the first line — that's \$XXX a year in savings!¹**
- **Then you also get a \$50 per line bill credit and a \$25 VISA® Debit Card — our way of saying welcome back to BellSouth (see coupon for details).²**

Chances are we can provide you with a better combination of savings and service than you'll find anywhere. It costs nothing to call us and we'll be more than happy to create a customized bundle of services for your needs and budget.

To honor your request to switch your local phone service, we have transferred your service as of [Month of due date received on file] and will send you a final bill. This does not mean you cannot come back to BellSouth. In fact, with our new communications packages, coming back should be an easy decision.

Best regards,



David Scobey
President
Small Business Services

P.S. If you did not authorize to switch your local service away from BellSouth, please give us a call immediately so we may correct the error. We can easily transfer you back to BellSouth and answer any questions you may have.

Questions? Never intended to leave BellSouth? Looking for a better offer?

Please call us at [1.XXX.XXX.XXXX], Monday — Friday, 8 a.m. — 6 p.m. EST

F
4 of 4
DM

¹ Rate is for the Classic Answers bundle. Requires 36 month term agreement with BellSouth® Complete Choice® for Business plan for all lines billed on a single account and includes unlimited long distance provided by BellSouth Long Distance, Inc. BellSouth Long Distance, Inc. must be selected as both the local toll and interLATA toll carrier for all customer lines at a single location and on a single billing account. Available in BellSouth service areas where facilities permit. Features must be compatible and are subject to availability. Some features require additional equipment/services. Caller ID requires a compatible display unit. Caller ID blocking is available, so some calling names and numbers may not be displayed. Long distance or expanded local calling rates may not apply for Call Return and Three-Way Calling.

Unlimited long distance plan available only to customers with Complete Choice for Business and is not available to customers with PBX, PBX-like equipment, and auto dialers. Calls must be dialed 1+ domestic telephone number for the call to be included without an additional charge and applies only to domestic outbound voice calls made from the business location. Calls to online service, broadcast, fax transmission and data usage traffic are prohibited. If usage exceeds by 10 times the average usage of all customers on the plan in the customer's state, the subscriber may be charged an additional \$50 per month per line, or may be offered another plan. Additional state-mandated charges may apply on certain calling routes. International rates vary by country; call BellSouth for details. Long Distance services and rates subject to terms and conditions contained in the BellSouth Long Distance Services Agreement, BellSouth Long Distance tariffs, and BellSouth Long Distance Pricing Guide(s). Rates are subject to change. Taxes, fees and other charges, including Universal Service Fund, apply. If savings/prices noted are not correct for a particular small business, any inconsistency between the price noted and the price set forth in applicable tariffs or pricing guides will be resolved in favor of such tariffs/pricing guides. Long distance services provided by BellSouth Long Distance, Inc.

² \$50 per line bill credit and \$25 Gift Reward is available to new qualifying BellSouth business customers in certain areas who subscribe to a 12-month local service term agreement; annual billing is equal to or less than \$36,000 yearly. Customers who receive bill credits under this program are excluded from participation in certain other BellSouth Small Business term plans or programs. Reward will appear as a one-time credit in the OC&C section of the customer's bill within one or two billing cycles. The \$25 Gift Reward is a coupon that can be redeemed at www.bellsouthaward.vipgift.com or by calling 800-808-3616. Customers will receive coupon in the mail 7-10 business days after signing term election. The coupon is redeemable for either a **VIPGift® check or VIPGift® VISA® Debit Card** only. The VIPGift® check will be made payable to the business name. The VIPGift® VISA® Debit Card will be sent to customers 2 weeks following coupon redemption. BellSouth provides no benefit nor assumes any liability whatsoever associated with the provisioning and use by customers of the VIPGift® gift check or VISA® Debit Card. Promotion available from 7/1/2004 through 12/31/2004. Subscriber must have a minimum of 1 line at the location to be eligible; for multi-location customers, all locations must qualify. After the initial order, new lines added to the account or location during the promotional period or term are not eligible for the \$50 per line reward.

BellSouth reserves the right to discontinue offers at any time. Applicable taxes and fees will be based on the full price of products and services and no taxes or fees will be credited to the amount of any bill reward. Charges may apply if terminated early; additional terms and conditions may apply to all offers. Services available where facilities permit in BellSouth service areas. Call for details.

© 2004 BellSouth Corporation. All rights reserved. All BellSouth trademarks and service marks contained herein are the property of BellSouth Intellectual Property Corporation. All other service marks and trademarks contained herein are the property of their respective owners.

**Sample of
BellSouth Long Distance
Unlimited Plan
Print Advertising**

Up to \$100 cash back. Because we think everyone deserves a signing bonus.

Now you can get all the communications services you need, on one bill, and cash back. \$25 cash back on each new qualifying service you add—up to \$100 in all.*

- **Value AnswersSM bundle**
Unlimited Long Distance plan**
Unlimited Local with BellSouth[®] Complete Choice[®] plan
Up to \$50 CASH BACK
- **Internet AnswersSM bundle**
Unlimited Long Distance plan
Unlimited Local with BellSouth[®] Complete Choice[®] plan
Unlimited Dial Internet service
Up to \$75 CASH BACK
- **Ultimate AnswersSM bundle**
Unlimited Long Distance plan
Unlimited Local with BellSouth[®] Complete Choice[®] plan
Unlimited Dial Internet service
Cingular[®] Wireless†
Up to \$100 CASH BACK



BELLSOUTH

Listening. Answering.[™]

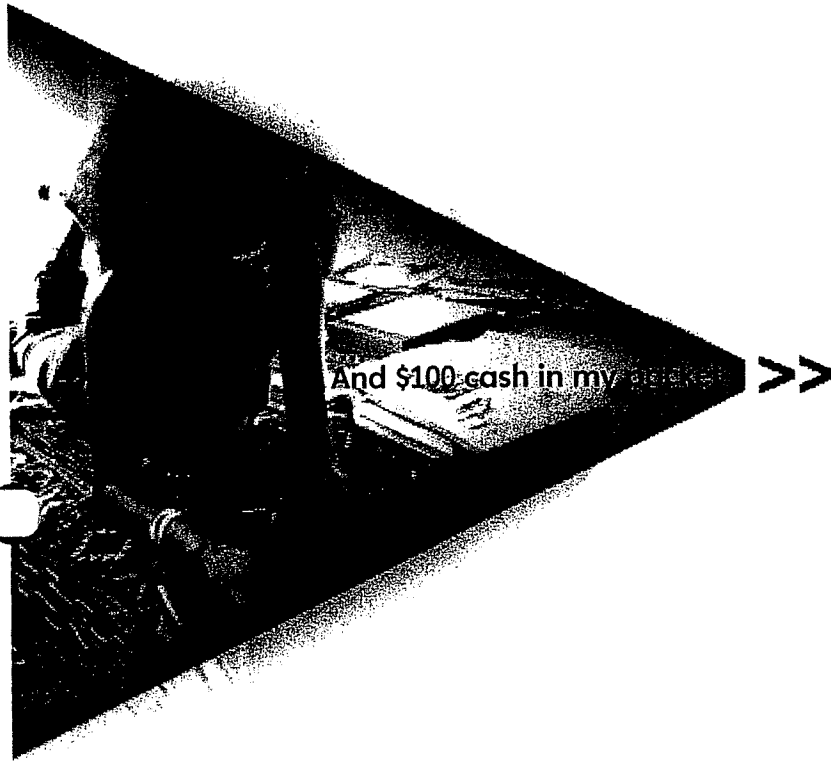
1.888.886.4172

bellsouth.com/answerspromo

*Eligible residential customers will receive a \$25 coupon per qualifying service. BellSouth will send a check within 6-8 weeks after receipt of coupon. See coupon for redemption details. To be eligible for \$100 cash back, customer must become new Complete Choice customer & new subscriber to other qualifying service(s). Offer may not be combined with other promotional offers on same services. Offer excludes existing qualifying services moved to new service address. Promotion period 1/5/04-3/31/04. Long distance services provided by BellSouth Long Distance, Inc. and available in BellSouth service areas. **BellSouth Unlimited Local service, International calls extra. †Local area only. ‡Complete Choice select customers. Other terms and conditions apply. Not available to customers with Variable Call Forwarding, Preferred Call Forwarding, or Remote Access to Call Forwarding features on local line. State mandated charges may apply on certain specified routes. Wireless & Internet available where facilities permit. Taxes, fees & other charges, including Universal Service Fund (USF), apply. BellSouth Corporation. All trademarks contained herein are the property of their respective owners.

I want all my communications on one bill.

Only BellSouth can give you all the communications services you need, all on one bill, and cash back, too. Choose from our Unlimited Local and Long Distance plans, Cingular® Wireless, or add Internet Service for less than \$5 a month.* You'll get \$25 for each new qualifying service you sign up for—up to \$100 cash in all.** So why not get it all, and get cash back, too? But hurry, this offer ends soon.



Get the communications you need and \$25 cash back on each new qualifying service you add.

Value Answers™ bundle UP TO \$50 CASH BACK	<ul style="list-style-type: none"> • Unlimited Long Distance plan† • Unlimited Local with BellSouth® Complete Choice® plan
Internet Answers™ bundle UP TO \$75 CASH BACK	<ul style="list-style-type: none"> • Unlimited Long Distance plan • Unlimited Local with BellSouth® Complete Choice® plan • Unlimited Dial Internet service
Ultimate Answers™ bundle UP TO \$100 CASH BACK	<ul style="list-style-type: none"> • Unlimited Long Distance plan • Unlimited Local with BellSouth® Complete Choice® plan • Unlimited Dial Internet service • Cingular® Wireless††

Call 1.866.660.5986 or visit bellsouth.com/cashback2.

 **BELLSOUTH**
Listening. Answering.™

*Requires Complete Choice and Unlimited plan. **Eligible residential customers will receive a \$25 coupon per qualifying service. BellSouth will send a check within 6-8 weeks after receipt of coupon. See coupon for redemption details. To be eligible for \$100 cash back, customer must become new Complete Choice customer & new subscriber to other qualifying service(s). Offer may not be combined with other promotional offers on same services. Offer excludes existing qualifying services moved to new service address. Promotion period 1/5/04-3/31/04. Long distance services provided by BellSouth Long Distance, Inc. and available in BellSouth service areas. †BellSouth Unlimited plan only for domestic residential voice usage & only available to Complete Choice plan customers. Other terms and conditions apply. Not available to customers with Variable Call Forwarding, Preferred Call Forwarding, or Remote Access to Call Forwarding features on local line. State mandated charges may apply on certain specified routes. International calls extra. If usage exceeds by 15 times the average usage of all customers on plan in customer's state, the subscriber may be charged additional fee of \$50 per month or may be offered another plan. ††Credit approval and new service commitment on eligible Cingular Wireless calling plan required. Wireless & Internet available where facilities permit. Taxes, fees & other charges, including Universal Service Fund apply. ©2004 BellSouth Corporation. All rights reserved. All trademarks contained herein are the property of their respective owners.

If you only have local and long distance, isn't your business missing something?

Other communications companies can offer one or two services for your business, but BellSouth can deliver Unlimited Local and Long Distance Service, plus Cingular® Wireless, Internet plans, Yellow Pages, Data and more. All the services you need, all on one bill. So no matter what you need, call BellSouth. You won't believe what we can do for your business.

Unlimited Local & Long Distance*

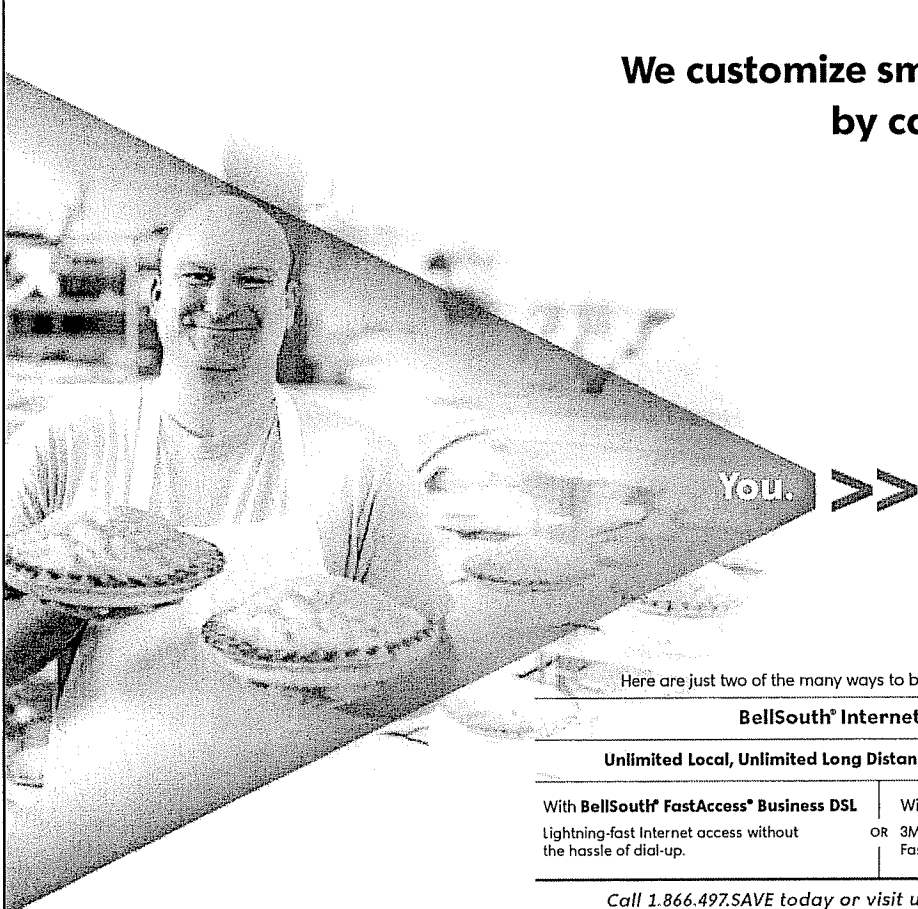
Ask about DSL plans, wireless, The Real Yellow Pages® and more.

1.866.248.0288

 **BELLSOUTH**
Listening. Answering.™

bellsouth.com/smallbusiness

*Requires BellSouth® Complete Choice® for Business (CCfB) Package and 36-month CCfB term agreement. BellSouth Long Distance, Inc. must be selected as both the local toll and interlata toll carrier for all of the customer's lines (up to 9 lines) at a single location and on a single billing account. Customers with PBX, PBX-like equipment, and auto-dialers are not eligible for this plan and calls to online service, broadcast fax transmissions & data usage traffic are prohibited under this plan. Plan applies only to domestic outbound voice calls made from the business location. If usage exceeds by 10 times the average usage of all customers on the plan in the customer's state, the subscriber may be charged an additional fee of \$50 per month per line, or may be offered another plan. Calls must be dialed 1+ to count under the Unlimited Long Distance plan. Long distance service is provided by BellSouth Long Distance and is available in BellSouth service areas. BellSouth reserves the right to discontinue offers at any time. Charges may apply if terminated early; additional terms and conditions may apply to all offers. Call for details. Services available where facilities permit. ©2004 BellSouth Corporation. All service marks and trademarks contained herein are the property of their respective owners.



We customize small business bundles by calling on the experts.

Nobody knows your small business better than you. That's why, at BellSouth, we'll help you choose the communications services that are right for your business. From Unlimited Local and Long Distance to Cingular® Wireless to BellSouth® FastAccess® Business DSL. And by bundling them together, you can save up to 30%.* So call us today to start saving.

Here are just two of the many ways to build a custom bundle for your business

BellSouth® Internet Answers™ Bundle

Unlimited Local, Unlimited Long Distance, and your choice of Internet speed:

With BellSouth® FastAccess® Business DSL Lightning-fast Internet access without the hassle of dial-up.	OR	With NEW BellSouth® FastAccess® Business DSL Plus 3Mbps — up to twice the download speed of FastAccess Business DSL for just \$10 more.
--	----	---

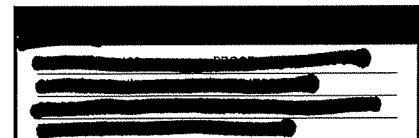
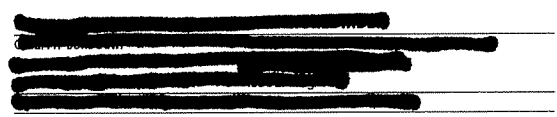
Call 1.866.497.SAVE today or visit us at bellsouth.com/smallbusiness

*Savings & rates based on comparison of purchase of Internet Answers bundle (which includes Complete Choice® for Business (CCB) with term agreements vs. purchase of individual services with no term agreements. Savings and rates for other locations may differ. All quoted rates are for first line only. CCB features must be compatible & are subject to availability. Some features require additional equipment/services. Unlimited long distance plan for CCB customers only & only for domestic, out-of-state voice calls made from the business location. If usage exceeds by 10 times the average usage of all customers on the plan in the customer's state, the subscriber may be charged an additional \$50 per month, per line, or may be offered another plan. Long distance service provided by BellSouth Long Distance, Inc. and available in BellSouth service areas. Taxes, fees & other charges, including Universal Service Fund, apply. Other terms, conditions and restrictions apply. FastAccess service & speed options are not available in all areas. Actual speeds based on DSL sync rate and may vary. BellSouth imposes an additional \$9.97/mo. for Regulatory Cost Recovery Fee to offset the Federal Universal Service Fund Charge & other costs incurred in complying with regulatory obligations. This fee is not a tax or charge imposed by a government entity. ©2004 BellSouth Corporation. All service marks and trademarks contained herein are the property of their respective owners.



BLS-04-128

Created: 7/30/04 - 12:46 PM



Release has been obtained	Date:
Acct Mgmt:	Legal Coord:
Art Director:	Print Prod:
Copywriter:	Proofreader:
Studio:	

**Sample of
BellSouth Long Distance
Unlimited Plan
Radio Advertising**

BELLSOUTH CONSUMER
"FAIRY TALES" – CONTINGENCY REV.
:60 RADIO – FINAL2
9/18/03

DAD: Time for bed. Want to read the One and a Half Little Pigs?

GIRL: Daddy?

ANNCR: Getting half of what you need isn't a happy ending. Yet some neighborhoods offer just local and long distance.

DAD: Here's your favorite *Mary Had*.

GIRL: Where's the little lamb?

DAD: Doing a movie.

ANNCR: BellSouth brings you everything you need. From long distance and local calling to the Internet and Cingular Wireless—all on one bill. With the price you want and savings you expect.

DAD: Hey, it's the story of *The Tortoise*.

GIRL: Isn't he racing the hare?

DAD: Well, he's on the run. Tax evasion.

ANNCR: Call 1 877 ANSWERS to find out how to save up to \$200 a year, compared to getting your services separately. And that's no fairy tale.

DAD: Remember *Snow White and the Three and a half Dwarves*?

GIRL: Where's Sleepy? Happy? And Dopey?

DAD: They were voted out of the story, honey.

ANNCR: What's the moral? Call 1 877 ANSWERS for the whole story.

BellSouth. Listening. Answering.

LEGAL: Services not available in all areas. Long Distance service provided by BellSouth Long Distance, Inc. Savings vary by state and require Complete Choice and Unlimited plans. Other conditions apply.



BellSouth – Q1 Consumer

"I Want \$5 Internet" Non Wireless :60 radio
2/12/04

MUSIC: UNDER

DAISY: My name is Daisy Whiting and this is what I want. I want a good deal. I want the best price. I want two for one. I want more for less. I want money in my pocket and savings in the bank.

ANNCR: Everyone wants to save money.

DAISY: I want the World Wide Web at my fingertips and cash in my hands. I want to go online, but I don't want to go broke.

ANNCR: That's why BellSouth has Internet service for less than five bucks. That's right. Internet service for less than five dollars a month.

DAISY: The more I buy, the more I want to save.

ANNCR: Only BellSouth lets you bundle more services on one bill and save more money. Plus, sign up for BellSouth Unlimited Local and Long Distance, BellSouth Internet service and more and you'll get up to \$100 cash back.

DAISY: I want... hey did you say cash?

ANNCR: To get all the communications you need, AND cash back, call 1 877 ANSWERS or visit bellsouth.com. BellSouth. Listening. Answering.

LEGAL: Eligible customers will receive coupon for cash back offer. Offer requires Complete Choice and Unlimited Long Distance plans. Other conditions apply. Internet services not available in all areas. Offer ends March 31st, 2004.



BellSouth – Q1 Consumer

"We Want Cash" :60 radio

2/12/04

MUSIC: UNDER

GUY: I want to go online without going in debt.

GRANDMA: I want unlimited long distance so I can talk to my grandkids anytime.

LADY: I want a mobile phone but I don't want another bill.

GUY: I want one company that can deliver it all.

ANNCR: There's only one place where you can get all the communications services you need, on one bill, AND up to \$100 cash—BellSouth.

LADY: I want... did you say cash?

ANNCR: Sign up for BellSouth Unlimited Local and Long Distance, Cingular® Wireless, and add Internet service for less than \$5 a month, and you'll get \$25 cash back for each new qualifying service. Up to \$100 in all.

GUY: I want to do business with a company I can trust.

GRANDMA: I want a company that's been around as long as I have.

LADY: I want cash. Yeah, cash would be nice.

ANNCR: So get it all AND cash back. To find out more, call 1 877 ANSWERS or visit bellsouth.com. BellSouth. Listening. Answering.

LEGAL: Eligible customers will receive coupon for cash back offer. Offer requires Complete Choice and Unlimited Long Distance plans. Other conditions apply. Internet services not available in all areas. Offer ends March 31st, 2004.



BellSouth – Small Biz

“Good Time” 60 radio

7/19/2005

SFX: DOOR OPENS, BELL JINGLES

OWNER: Welcome to Goode Sporting Goods.

REP: I’m a sales rep, Mister Goode, with a good deal for you.

OWNER: A good deal? How good?

REP: Real good, Mister Goode.

OWNER: Sounds good.

REP: Is now a good time?

OWNER: Uh, now’s not so good.

REP: No good?

OWNER: No good.

ANNCR: If you own a small business, you always want to make “good” use of your time.

REP: I’m good next week. You good?

OWNER: Am I good? Uhhh...

SFX: CALENDAR PAGES FLIPPING

ANNCR: That’s why at BellSouth, our Small Business Specialists have the training they need to find the solutions you need—Unlimited Local and Long Distance, High speed Internet, Cingular Wireless and more—and can save you up to 30%.

OWNER: Next week is no good. But the week after looks good.

REP: Good? Good, Mr. Goode.

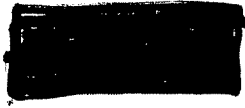
OWNER: Good!

ANNCR: So every second you’re on the phone with BellSouth is time well spent. Now, doesn’t that sound good?

REP: That’s not just good. That’s great.

ANNCR: To find out more, call us at 866 497 SAVE. BellSouth. Listening. Answering.

LEGAL: Savings based on comparison of Internet Answers bundle purchased with 36 month term agreement vs. purchase of same services without term agreement. Other conditions apply. Services not available in all areas.



BellSouth – Small Biz

"Meetings" :60 radio

12/15/04

RECEPTIONIST: You're here for a meeting?

ASSISTANT: A meeting?

AIDE: Uh, I believe Mr. Williams is in another meeting right now.

ASSISTANT: I'm sorry you drove all this way for nothing.

AIDE: Actually, Mr. Williams isn't in the office. Something about a foursome?

ANNCR: In a small business, some uses of your time are more productive than others.

ASSISTANT: Uh, did Mr. Franks KNOW you had a meeting scheduled?

ANNCR: That's why at BellSouth, we give our Small Business Specialists the training they need to find the solutions you need.

RECEPTIONIST: You're still waiting? Can I get you anything? Coffee? Lunch?

ANNCR: With just one call, you can get the right communications for your business—Unlimited Local and Long Distance, high-speed Internet and more—and save up to 30%. That makes every second you're on the phone with BellSouth time well spent.

CUSTOMER: Hey sorry!

CUSTOMER 2: I forgot all about that meeting.

CUSTOMER: Ha ha, you won't believe the lame excuse I have for missing that meeting.

ANNCR: So spend some time you know will be productive. Call 1 866 497 SAVE. BellSouth. Listening. Answering.

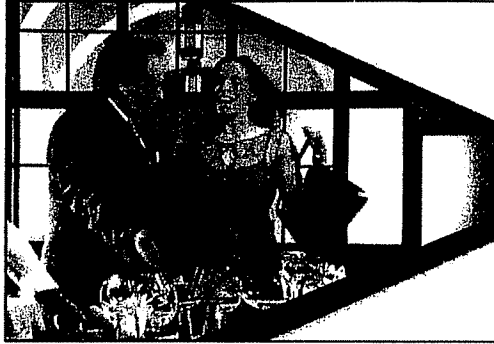
LEGAL: 30% savings based on comparison of purchase price of Internet Answers bundle with 36 month term agreements vs. price of same services purchased without 36 month term agreement. Other conditions apply.

**Sample of
BellSouth Long Distance
Unlimited Plan
Television Advertising**

BellSouth Consumer "Have it All" :30 TV

12/11/03

FRAME 1.



(OPEN ON BELLSOUTH VECTOR PULLING IN
WOMAN IN RESTAURANT.)

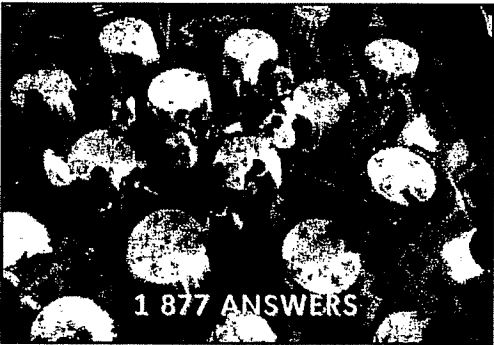
LEGAL: ©2004 BellSouth Corporation. All rights reserved.

2.



WOMAN: I want to feel like the customer can just snap her fingers and have it all.

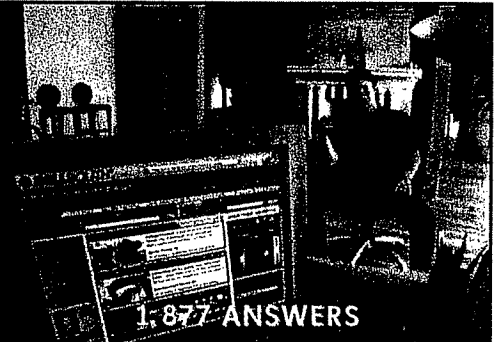
3.



ANNCR: You can, with BellSouth Answers. Only BellSouth can bundle all the services you need, on one bill.

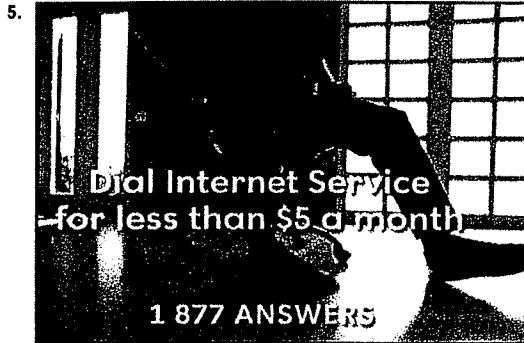
TITLE: 1 877 ANSWERS

4.



COMPUTER GUY: I want to feel like I'm getting virtually everything... For virtually nothing.

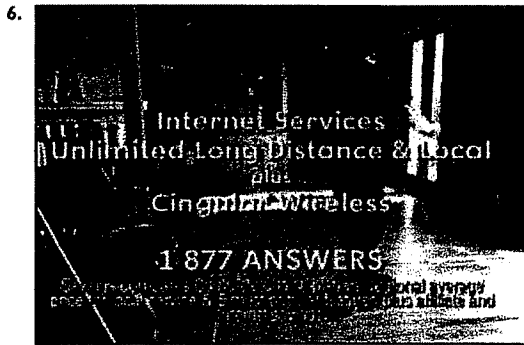
BellSouth Consumer "Have it All" :30 TV 12/11/03



ANNCR: How about Internet Service for less than \$5 a month?

TITLE: INTERNET SERVICE FOR LESS THAN \$5 A MONTH

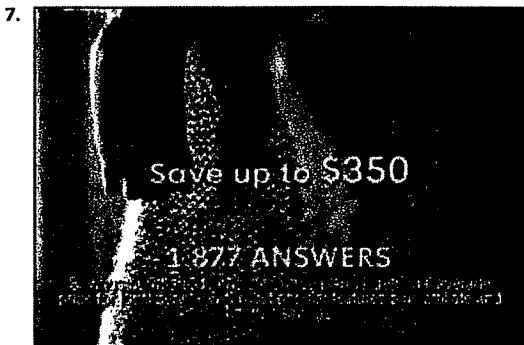
LEGAL: Requires Unlimited plan, provided by BellSouth Long Distance, Inc., and Complete Choice® plan. Terms and conditions apply. Internet services not available in all areas.



ANNCR: Bundle that with Unlimited Local and Long Distance and Cingular® Wireless, and we'll save you more money than any other company.

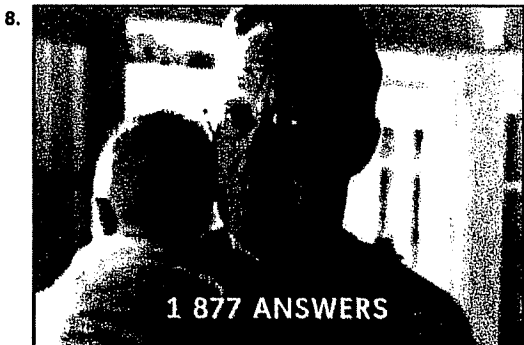
TITLE: INTERNET SERVICES
UNLIMITED LONG DISTANCE & LOCAL
PLUS
CINGULAR® WIRELESS

LEGAL: Savings compares Complete Choice plan vs. regional average price for local service & 5 most popular features plus affiliate and Internet savings.



TITLE: Save up to \$350

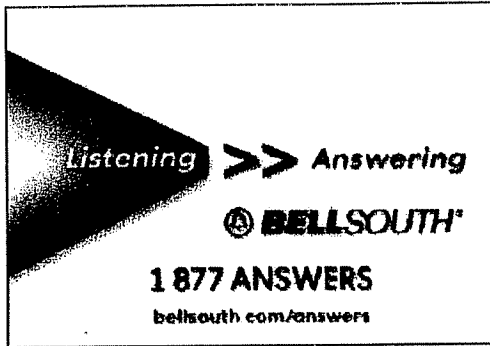
LEGAL: Savings compares Complete Choice plan vs. regional average price for local service & 5 most popular features plus affiliate and Internet savings.



GUY: I want to save myself a nice little bundle.

BellSouth Consumer
'Have it All' :30 TV 12/11/03

9.



("LISTENING" APPEARS IN VECTOR.)

("ANSWERING" APPEARS ON RIGHT SIDE OF VECTOR.)

TITLE: 1 877 ANSWERS
bellsouth.com/answers

ANNCR: You will, with BellSouth.
Listening. Answering.

		TELEVISION
		4-3-03
Client	Product	Date
All Talk	:60	
Title	Length	Commercial Number
For Production <input type="checkbox"/>		As Recorded <input type="checkbox"/>
VIDEO		AUDIO

OPEN ON BELLSOUTH VECTOR 1

LISTENING APPEARS IN VECTOR 2
VECTOR BRINGS ON FIRST SCENE

SMALL TOWN LAWYER IN FRONT OF JURY 3 ANNCR: I want local and long distance... Hey, I'm all talk.
LEGAL: ©2003 BellSouth Corporation. All rights reserved.

CUT TO SERIES OF SCENIC SHOTS 4 ANNCR: Not everybody needs everything. Which is why BellSouth gives you the full range of choices...and \$25 cash back for every service you add.
LEGAL: Eligible residential customers will receive a \$25 coupon per qualifying service. See coupon for redemption details.

CONTINUE WITH SCENIC SHOTS 5 ANNCR: Unlimited AnswersSM combines unlimited long distance and local calling on one bill.
TITLE: UNLIMITED ANSWERSSM
TITLE: UNLIMITED LONG DISTANCE AND LOCAL
LEGAL: Long distance services Provided by BellSouth Long Distance, Inc., and available in BellSouth service areas. Unlimited Plan for domestic residential voice Usage and available to Complete

Choice® plan customers. Terms and Restrictions apply.

- VECTOR BRINGS IN SCENE OF WOMAN BY POOL
TITLE: 1 8XX-XXX-XXXX
- 6 WOMAN: I want to stay connected at home...and away.
- CUT TO SERIES OF SCENIC SHOTS
TITLE: WIRELESS ANSWERSSM
TITLE: UNLIMITED LONG DISTANCE AND LOCAL PLUS CINGULAR® WIRELESS
TITLE: 1 8XX-XXX-XXXX
- 7 ANNCR: Then, you want Wireless AnswersSM -unlimited long distance, local and Cingular® Wireless on one bill.
- VECTOR BRINGS ON SCENE OF HUSBAND WITH FAMILY ON MALL ESCALATOR
TITLE: 1 8XX-XXX-XXXX
- 8 HUSBAND: I want high-speed internet without shopping around for everything else.
- CUT TO SERIES OF SCENIC SHOTS
TITLE: PREMIUM PLUS ANSWERSSM
TITLE: UNLIMITED LONG DISTANCE AND LOCAL PLUS CINGULAR® WIRELESS BELLSOUTH® FASTACCESS® DSL
TITLE: 1 8XX-XXX-XXXX
LEGAL: Services available where facilities permit.
- 9 ANNCR: The answer for you- Premium Plus AnswersSM. Everything you need including BellSouth® FastAccess® DSL. For people who know, getting the most from one company on one bill is the best answer of all.
- CONTINUE WITH SCENIC SHOTS
TITLE: GET UP TO \$100 CASH BACK
TITLE: 1 8XX-XXX-XXXX
LEGAL: For new or existing Complete Choice® customers and new subscribers to long distance, wireless or Internet services.
- 10 ANNCR: Call now and get \$25 cash back for every service you add. Just think...you can get up to \$100 cash back!
- CUT TO COLLEGE KID IN LIBRARY
TITLE: 1 8XX-XXX-XXXX
- 11 COLLEGE KID: I wanna get money...for having the right answer.

LEGAL: Conditions apply and may not be combined with other promotional offers. Available to BellSouth residential customers. Promotion ends May 31, 2003.

FELLOW STUDENT: Shhhh!

VECTOR SWEEPS IN WITH LISTENING INSIDE, THEN ANSWERING APPEARS ON RIGHT SIDE OF VECTOR
TITLE: 1 8XX-XXX-XXXX
TITLE: bellsouth.com

12 ANNCR: BellSouth. Listening. Answering.

		TELEVISION
[REDACTED]	CONSUMER ANSWERS	4-3-03
Client	Product	Date
Unlimited	:60	[REDACTED]
Title	Length	Commercial Number
For Production <input checked="" type="checkbox"/>		As Recorded <input checked="" type="checkbox"/>

VIDEO _____ AUDIO _____

OPEN ON BELLSOUTH VECTOR 1

LISTENING APPEARS IN VECTOR 2

VECTOR BRINGS ON NEIGHBORHOOD SCENES

SCENES OF NEIGHBORHOOD 3 ANNCR: Some companies offer only local and long distance...half of what you need.

CUT TO CROSSING GUARD 4 CROSSING GUARD: Settle for half? Not in my neighborhood.
ANNCR: BellSouth answers with everything you want

CUT TO WOMAN ON SWING 5 LADY ON SWING: I want my calls to go a long way, not to mention my money.
LEGAL: ©2003 BellSouth Corporation. All rights reserved.

CUT TO RUNNING FOOTAGE 6 ANNCR: Local, Cingular® Wireless, SUPER: LOCAL, CINGULAR® INTERNET SERVICES
LEGAL: Long distance services provided by BellSouth Long Distance, Inc., and available in BellSouth service areas. Unlimited plan for domestic residential voice usage and available to BellSouth® Complete Choice® plan customers. Terms and restrictions apply.

- CONTINUE WITH RUNNING FOOTAGE
TITLE: UNLIMITED LONG DISTANCE 7 ANNCR: Unlimited long distance on one bill. Call whoever, whenever, for as long as you want, for one low monthly fee.
- CUT TO GUY WITH HEAD- PHONES AND COMPUTER
LEGAL: Services available where facilities permit. 8 TECH GUY: I want to be totally plugged in.
- CUT TO RUNNING FOOTAGE
TITLE: 1 8XX-XXX-XXXX 9 ANNCR: Only BellSouth has the full answer that fits you, not like those other companies that offer half.
LEGAL: Eligible residential customers will receive a \$25 coupon per qualifying service. See coupon for redemption details.
- CUT TO WOMAN SHOPPING FOR A BATHING SUIT
TITLE: 1 8XX-XXX-XXXX 10 WOMAN: I want a company that gives me more than half of what I need.
- CUT TO RUNNING FOOTAGE
TITLE: SIGN UP FOR 4 SERVICES
TITLE: 1 8XX-XXX-XXXX 11 ANNCR: Call now and get \$25 cash back for each service you sign up for. Just think- sign up for 4...
LEGAL: For new or existing Complete Choice® customers and new Subscribers to long distance, wireless or Internet services.
- CONTINUE WITH RUNNING FOOTAGE
TITLE: \$100 CASH BACK
TITLE: 1 8XX-XXX-XXXX 12 ANNCR: ...and that's \$100 cash back.
- CUT TO WOMAN IN ELEVATOR
LEGAL: Conditions apply and may not be combined with other promotional offers. Available to BellSouth residential customers. Promotion ends May 31, 2003. 13 WOMAN: I want it to go like this: Hi, I'm Jeannie Fulton and I want local, long distance, wireless and Internet. 'Cause I have a lot to say, and I need a lot of ways to say it. And they say "Yep, you got it." Goodbye.
- VECTOR SWEEPS IN WITH LISTENING INSIDE, THEN ANSWERING APPEARS ON 13 ANNCR: BellSouth. Listening. Answering.

**Sample of
BellSouth Long Distance
Unlimited Plan
Fulfillment Materials**

MODULE LIBRARY: BS_MOD - BellSouth LD Copy Modules

MODULE name("ERCDBASUTC") Rev("2, "M.Bilkhu", "05-10-2005")
DESCRIPTION "Unlimited Savings Plan T&C"
SEGMENT 1 of 1: name("ERCDBASUTC default segment")
MEASUREMENTS: auto(NA / Height) size(7.500, 1.660) origin(0.000, 0.000)
RESOURCE: psg("BS001463")

BellSouth® Unlimited plan is for typical domestic residential voice usage only. Callers must dial 1+ area code + 7-digit telephone number for the call to be included without an additional charge in the BellSouth Unlimited plan. Call detail is currently not available with this plan. Customers must be subscribers to BellSouth Long Distance as well as a subscriber to the Company's affiliated local exchange carrier's switched access line(s). The Customer must also receive billing for each of these services from the Company's affiliated local exchange carrier. This plan is not available to customers with more than three telephone lines. All lines added to the plan must be physically located at the same residential address. Customer lines associated with educational institutions, (colleges, universities, etc.) are not eligible for this plan. Unlimited plan usage does not include multi-party conference calls, calls to 900 numbers, directory assistance, calling card, operator services, international calling and toll free calling services. If the Company determines that usage under this plan is not consistent with typical Residential Customer usage as described herein, the Customer will be subject to an additional fee of \$50.00* per month or offered an alternative plan at the Company's sole discretion. For the purposes of this plan, usage of more than 8,000 minutes per month shall be considered not to be typical residential usage. Customers who no longer meet these eligibility requirements will not be eligible for this plan and will be contacted by the Company and offered an alternative plan. Taxes, fees and other charges, including the universal service fund, apply. Long distance services are provided by BellSouth Long Distance, Inc. © 2003 BellSouth Corporation. All trademarks and service marks contained herein are owned by BellSouth Intellectual Property Corporation.

MODULE LIBRARY: BS_MOD - BellSouth LD Copy Modules

Page: 1

MODULE name("EBDUNLTDTC") Rev("5, "M.Bilkhu", "11-11-2004")
DESCRIPTION "SBS Bus. Unlimited Plan T&C"
SEGMENT 1 of 1: name("EBDUNLTDTC default segment")
MEASUREMENTS: auto(NA / Height) size(7.500, 1.097) origin(0.000, 0.000)
RESOURCE: psg("BS001288")

BellSouth® Business Unlimited Plan

Requires subscription to BellSouth® CompleteChoice® for Business and a local service term agreement. Callers must dial 1 + telephone number for a domestic call to be included without an additional charge. BellSouth Long Distance, Inc. must be selected as both the local toll and interlata toll carrier for all of the customer's lines (up to a maximum of 12) at a single location and on a single billing account. Call detail is not provided. Use of PBX, PBX-like equipment, auto-dialers, and calls to on-line service, broadcast fax transmissions & data usage traffic are prohibited under this plan. If usage exceeds by 10 times the average usage of all customers on this plan subscribing to the same number of lines, the subscriber may be charged an additional fee of \$50 per month per line, or may be required to change to another plan. Unlimited plan usage does not include: multi-party conference calls, calls to 900 numbers, directory assistance, calling card, or operator services. Additional charges apply for International calls. Long distance service is provided by BellSouth Long Distance, Inc. Services subject to terms and conditions. Taxes, fees and other charges, including Universal Service Fund, apply. All trade marks and service marks contained herein are the property of BellSouth Intellectual Property Corporation.

**Sample of
BellSouth Long Distance
Unlimited Plan
Service Representative
Disclosure Statements**

Consumer:

<p>Domestic Unlimited Point Of Sale Disclosure Script - BellSouth Long Distance</p>	<p>Mr./Ms. Customer, this plan is for typical residential use for domestic calls. Call detail will NOT be provided on your bill with this plan. You must dial 1+ the area code + the telephone number in order for your call to be included in this plan. When making international calls, a Wireless Termination fee may apply. You will receive a statement of these and other terms and conditions for your BellSouth Long Distance service within the next two weeks. This information is also available by calling 1.866.248.3443.'</p>
---	--

Customer Request/Situation **Small Business Customer Contact Personnel Behavior & Scripting**

Wrap-Up Statements (Detariffing)

Wrap-Up Statements that must be used verbatim at the end of the call:

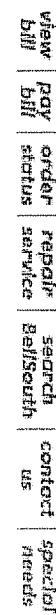
Mr/Ms Customer, the domestic calling plan (and, if applicable, your toll free plan) you have selected will be charged in billing increments of () and your international plan will be charged in billing increments of (). You will receive terms and conditions for your BellSouth Long Distance services within the next two weeks. This information is also available by calling 866-248-3443.

- You **MUST** include in the wrap up statement if previously not covered with the customer
- Per minute rate, MRC or MMC, and billing increments for the domestic calling plan
 - Per minute rate, MRC or MMC, and billing increments for the international calling plan
 - Per minute rate, MRC, NRC and billing increments for toll free. Note Unlimited plans exceptions
 - MRC & NRC for 1+ and toll free features
 - Promotion terms and conditions
 - Term Plan Agreement terms and conditions

For Business Unlimited, you must include the following in the Wrap-Up Statement if not previously covered with the customer:

- The Unlimited calling plan cannot be used for placing calls to online services, Internet access services, or broadcast facsimile services or for any services that do not involve a person-to-person conversation or voice-only calls.
- If the customer's total Unlimited long distance usage is excessive on any line (10 times the average per line usage of all customers on this plan subscribing to the same number of lines), the Customer may be subject to an additional fee of \$50.00 for each line on the plan.

**Sample of
BellSouth Long Distance
Unlimited Plan
Sales Web Site Pages**



[change service](#) | [establish service](#) | [moving?](#)

>> BellSouth® Unlimited Plan

The BellSouth Unlimited plan lets you:

- Call anywhere in the United States at any time for one low monthly price
- Enjoy no per minute rates
- Get \$25 cash back and be automatically entered for a chance to win \$10,000!
- Save \$10 per month each on Cingular Wireless®, DIRECTV® service, and Internet service with BellSouth Answers®

This plan is available to our [BellSouth® Complete Choice®](#) plan customers.

Choose this plan if you have BellSouth Complete Choice and don't want to worry about per minute long distance rates.

*[Long Distance Terms and Conditions](#)
[Sweepstakes Rules](#)

Copyright 1995-2005 BellSouth Corp. All Rights Reserved.
[Legal Notices](#) | [Privacy Policy](#) | [Site Map](#) | [Feedback](#)

BellSouth Unlimited Plan*

Select state:

Order Now

- Current Customer
- New to BellSouth



Plan Advisor

Need help choosing a plan? Try the Plan Advisor.

[Learn more >>](#)

To Print: [Click Here](#) or **Select File** and then **Print** from your **Browser's** menu.

BellSouth® Unlimited plan

Terms and Conditions

BellSouth® Unlimited Plan

The BellSouth® Unlimited Plan for long distance is for domestic residential voice usage only and only available to BellSouth® Complete Choice® customers. Callers under this plan must dial 1+ area code + domestic number. International calls extra. Usage in excess of typical residential usage, which is presumed to be 5000 minutes per month, will be subject to an additional fee of \$50. Other terms, conditions & restrictions apply. Taxes, fees & other charges, including Universal Service Fund, apply. Call detail not available with this plan.

BellSouth Unlimited Plan \$25 Cash Back promotion

\$25 cash back coupon to residential customers with new purchase of a domestic BellSouth Unlimited Long Distance Plan by August, 31, 2005. See coupon for redemption details. Check to be sent 4-6 weeks after receipt of coupon to customers who retain qualifying service. Offer excludes customers moving existing qualifying services to a new service address and customers moving from one BellSouth Unlimited Long Distance Plan to another such plan. Other conditions apply. Offer may not be combined with other promotional offers on the same services. Offer may be modified or withdrawn at any time without notice. Long distance services provided by BellSouth Long Distance, Inc.

[Pricing and Service Guide](#)

Copyright 1995-2005 BellSouth Corp. All Rights Reserved.
[Legal Notices](#) | [Privacy Policy](#) | [Site Map](#) | [Feedback](#)

BellSouth Long Distance, Inc.
KY Adm Case No. 2005-00186
Attorney General's Data Request
June 23, 2005
Item No. 2
Page 1 of 1

REQUEST: Please provide a copy of any and all contracts signed by customers who have participated or are participating in a plan labeled or otherwise described as "unlimited." This request seeks only a copy of the blank contract(s), not the executed contract for every customer.

RESPONSE: BellSouth Long Distance has no responsive documents.