

SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings

5.1.1 AT&T Business Calling<sup>SM</sup> Monthly Retention Promotion #503-B

- (A) The sign-up period for this promotion is September 1, 2016 through August 31, 2017. Service must be activated by September 31, 2017. This promotion is available to Business Customers who: (C)
- .1 currently subscribe to the Company for long distance service and state an intention to disconnect service;
  - .2 newly or currently subscribe to AT&T Business Calling<sup>SM</sup> Monthly; and
  - .3 newly subscribe to or have a one (1), two (2), or three (3) year local service\* term with an Affiliate ILEC<sup>1</sup> of the Company;
  - .4 request to participate in this promotional offering.
- (B) Customers subscribing to this promotion will be charged the following rates for a (12) month period in lieu of the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook: (C)

MRC	Per-Minute Rate
\$5.00	\$0.06

- (C) Customers must continue to subscribe to and maintain the requirements of the AT&T Business Calling<sup>SM</sup> Monthly plan as defined in Section 3.7 of this Guidebook to continue to qualify for this promotion. Failure to maintain the requirements AT&T Business Calling<sup>SM</sup> Monthly will result in a termination of the promotional rates defined in (B) above and the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook will apply.
- (D) This promotion cannot be combined with any other promotional offers associated with the AT&T Business Calling<sup>SM</sup> Monthly plan.

<sup>1</sup>Including where that Affiliate is operating as a CLEC

\*This service not offered under this Guidebook

SECTION 5 – PROMOTIONAL OFFERINGS

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SECTION 5 – PROMOTIONAL OFFERINGS

5.11 Promotional Offerings (continued)

5.1.2 All for Less® Unlimited Winback Promotion # 504-A

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(A) The sign-up period for this promotion is June 1, 2015 through December 31, 2015. Service must be activated by January 31, 2016. This promotion is available to Business Customers who:

(N)

.1 meet a minimum of one (1) of the following conditions:

.i have previously subscribed to local dial tone Service of an Affiliate ILEC of the Company (including where that Affiliate is operating as a CLEC) and have cancelled that Service; or

.ii are currently a local telephone customer of a competitor in the local serving territory of one of the Affiliate ILECs of the Company (including where that Affiliated is operating as a CLEC) and are now moving dial tone services from the competitor to the Affiliate ILEC; or

.iii currently subscribe to local dial tone service# from an Affiliate ILEC of the Company (including where that Affiliate is operating as a CLEC) and state an intention to change local carriers for economic reasons and/or in response to a competitive offer; and

.2 qualifies for and newly subscribes to the All for Less Unlimited plan as defined in Section 3.7 of this Guidebook with a maximum of five (5) business access lines\* (i.e., BTNs and WTNs) from an Affiliated ILEC of the Company (excluding where that Affiliate is operating as a CLEC);

.3 request to participate in this promotional offering.

(B) This promotion modifies the eligibility requirements for All for Less Unlimited described in Section 3.7. For purposes of this promotion, the Company will include Business Local Calling Assurance from an Affiliated ILEC of the Company as a qualifying service.

(C) Customers must continue to subscribe to and maintain the requirements of the All for Less Unlimited plan as defined in Section 3.7 of this Guidebook to continue to qualify for this promotion.

(D) See Section 3.7 of this Guidebook for terms and conditions once the promotional term expires.

(F) Early Termination Fee (ETF)

If prior to the expiration date of the promotional term the Customer chooses to either: (a) terminate long distance service with the Company; (b) disconnects the plan and does not select another Small Business plan with term agreement; or (c) downgrades to another Service without a term plan agreement, the Customer may be charged an ETF. The ETF shall be 50% of the then-current MRC specified in Section 4.7.10 of this Guidebook at the time of termination multiplied by the number of months remaining in the promotional term.

(N)

\*This service not offered out of this Guidebook.

(N)

SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.3 All For Less® Unlimited TV Promotion #505

(A) The sign-up (offer) period for this promotion is July 27, 2015 through December 31, 2015. Service must be activated by January 31, 2016. This promotion is available to business Customers who at the time of participation qualify for and newly subscribe to or restart a term agreement for All for Less® Unlimited as defined in Section 3.7.10 of this Guidebook.

(B) This promotion adds an additional eligibility Option to qualify for All for Less® Unlimited as described in Section 3.7.10 (C) of this Guidebook. For purposes of this promotion, the Company will offer Option 6 as follows:

OPTION 6

currently or newly subscribes to TV service\* as defined and offered by an Affiliate of the Company.

(C) This promotion may be combined with the All for Less® Unlimited Winback Promotion # 504 as defined in Section 6.3.2 of this Guidebook.

(C)

(N)

(N)

\*This service not offered out of this Guidebook

(N)

SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.4 All for Less® 500 Promotion #506

- (A) The sign-up (offer) period for this promotion is July 27, 2015 through December 31, 2015. Service must be activated by January 31, 2016. This promotion is available to business Customers who at the time of participation qualify for and newly subscribe to or restart a term agreement for All for Less® 500 as defined in Section 3.7 of this Guidebook.
- (B) This promotion adds an additional eligibility Option to qualify for All for Less® 500 as described in Section 3.7 of this Guidebook. For purposes of this promotion, the Company will offer Option 5 as follows:

OPTION 5

currently or newly subscribes to TV service\* as defined and offered by an Affiliate of the Company.

(C)

(N)

(N)

\*This service not offered out of this Guidebook

(N)

SECTION 5 – PROMOTIONAL OFFERINGS

- 5.1 Promotional Offerings (continued)
  - 5.1.5 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.6 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.7 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.8 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.9 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.10 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.11 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.12 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.13 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.14 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

- 5.1 Promotional Offerings (continued)
  - 5.1.15 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

- 5.1 Promotional Offerings (continued)
  - 5.1.16 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.16 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.17 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.18 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.19 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.20 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.21 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.22 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.23 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.24 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

- 5.1 Promotional Offerings (continued)
  - 5.1.25 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.26 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.27 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.30 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.32 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.33 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.34 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.35 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.37 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

- 5.1 Promotional Offerings (continued)
  - 5.1.38 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.39 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.37 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.38 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.39 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.40 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.40.1 Reserved for future use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.42 Reserved for Future Use

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SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.43 AT&T Business Calling<sup>SM</sup> Monthly Retention Promotion #503

- (A) The sign-up period for this promotion is September 1, 2014 through August 31, 2015. Service must be activated by September 30, 2015. This promotion is available to Business Customers who: (C)  
(C)
- .1 currently subscribe to the Company for long distance service and state an intention to disconnect service;
  - .2 newly or currently subscribe to AT&T Business Calling<sup>SM</sup> Monthly; and
  - .3 newly subscribe to or have a one (1), two (2), or three (3) year local service\* term with an Affiliate ILEC<sup>1</sup> of the Company; and
  - .4 request to participate in this promotional offering.
- (B) Customers subscribing to this promotion will be charged the following rates for a (12) month period in lieu of the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook:

MRC	Per-Minute Rate
\$5.00	\$0.06

- (C) Customers must continue to subscribe to and maintain the requirements of the AT&T Business Calling<sup>SM</sup> Monthly plan as defined in Section 3.7 of this Guidebook to continue to qualify for this promotion. Failure to maintain the requirements AT&T Business Calling<sup>SM</sup> Monthly will result in a termination of the promotional rates defined in (B) above and the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook will apply.
- (D) This promotion cannot be combined with any other promotional offers associated with the AT&T Business Calling<sup>SM</sup> Monthly plan.

<sup>1</sup>Including where that Affiliate is operating as a CLEC

\*This service not offered under this Guidebook

(N)  
(N)

SECTION 5 – PROMOTIONAL OFFERINGS

5.1 Promotional Offerings (continued)

5.1.44 AT&T Business Calling<sup>SM</sup> Monthly Retention Promotion #503-A

(A) The sign-up period for this promotion is September 1, 2015 through December 31, 2015. Service must be activated by January 31, 2016. This promotion is available to Business Customers who:

- .1 currently subscribe to the Company for long distance service and state an intention to disconnect service;
- .2 newly or currently subscribe to AT&T Business Calling<sup>SM</sup> Monthly; and
- .3 request to participate in this promotional offering.

(B) Customers subscribing to this promotion will be charged the following rates for a (12) month period in lieu of the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook:

MRC	Per-Minute Rate
\$5.00	\$0.06

(C) Customers must continue to subscribe to and maintain the requirements of the AT&T Business Calling<sup>SM</sup> Monthly plan as defined in Section 3.7 of this Guidebook to continue to qualify for this promotion. Failure to maintain the requirements AT&T Business Calling<sup>SM</sup> Monthly will result in a termination of the promotional rates defined in (B) above and the AT&T Business Calling<sup>SM</sup> Monthly rates defined in Section 4.7 of this Guidebook will apply.

(D) This promotion cannot be combined with any other promotional offers associated with the AT&T Business Calling<sup>SM</sup> Monthly plan.

(N)

(N)

<sup>1</sup>Including where that Affiliate is operating as a CLEC  
\*This service not offered under this Guidebook

(N)

(N)