

**BELLSOUTH TELECOMMUNICATIONS, INC.**  
**DESCRIPTION AND JUSTIFICATION**  
**SPECIAL PROMOTION FOR BELLSOUTH ADSL SERVICE**  
**TRANSMITTAL NO. 738**

With this filing, BellSouth Telecommunications, Inc. (hereinafter "BellSouth"), is revising Section 7 of its Access Services Tariff, F.C.C. No. 1, to extend a special promotion for BellSouth ADSL Service. This filing is extending the current promotion found in Section 7.4.29(N) of F.C.C. No. 1.

The special promotion for BellSouth ADSL Service reduces the monthly recurring, and the non-recurring rates during the promotional period only. Section 7 of the F.C.C. No. 1 provides the rates and charges for BellSouth ADSL Service included in the special promotion.

Due to the fact that this is only an extension of a current promotion, with no terms and conditions changes, the Tariff Review Plan (TRP) already displays the impact of this promotion. For this reason, this filing has no impact on Price Cap Indices.

Transmittal No. 738 is scheduled to become effective on September 30, 2003.