



Date:	May 3, 2007	Number:	SN91087076
Effective Date:	Immediately	Category:	Other
Subject:	Announcing AT&T Re-Branding for Business Markets - Wholesale Customers		
Related Letters:	NA	Attachment:	NA
States Impacted:	Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee		
Issuing ILECS:	AT&T Alabama, AT&T Florida, AT&T Georgia, AT&T Kentucky, AT&T Louisiana, AT&T Mississippi, AT&T North Carolina, AT&T South Carolina and AT&T Tennessee (collectively referred to for purposes of this Accessible Letter as "AT&T Southeast Region")		
Response Deadline:	NA	Contact:	Account Manager

As a result of the AT&T/BellSouth merger, AT&T Southeast Region will begin the AT&T re-branding of its documents, web sites, and applications. In addition, effective immediately, AT&T Southeast Region will begin using this AT&T Accessible Letter format for its Carrier Notification Letters. As part of this transition, AT&T Southeast Region will use the new, applicable AT&T d/b/a (doing business as) name along with the AT&T logo on future Accessible Letters. The re-branding of documents, web sites, and applications will transition over time to the new AT&T d/b/a name. When the legacy BellSouth name is used on documents, web sites, or applications, it means that such documents, web sites or applications are applicable to wholesale customers operating in the former BellSouth 9-state region. In addition, the d/b/a name change will have no operational impact, nor will it change how the customer does business with the new AT&T. The new d/b/a names for BellSouth Telecommunications, Inc., the Incumbent Local Exchange Carrier (ILEC), are shown below:

New d/b/a Names
AT&T Alabama
AT&T Florida
AT&T Georgia
AT&T Kentucky
AT&T Louisiana
AT&T Mississippi
AT&T North Carolina
AT&T South Carolina
AT&T Tennessee

Additional branding changes will be addressed in future Accessible Letters or notifications. If you have any questions regarding this Accessible Letter, please contact your AT&T Account Manager.

AT&T reserves the right to make any modifications to the information set forth herein and/or to cancel the information set forth herein. In the event of any modifications to or cancellation of the information set forth herein, CLECs will be notified via a subsequent Accessible Letter. AT&T shall incur no liability to any CLEC if the information set forth herein is modified or cancelled by AT&T.