BUSINESS DIRECT BILL CREDIT

BUSINESS PERMANENT PROMOTIONAL OFFERINGS

A. GENERAL

As dictated by competitive market conditions, Verizon may make various offers to business customers to attract, retain, or reacquire them as Verizon local exchange customers.

B. REGULATIONS

1. Qualified customers are new, existing, or former business customers who:
   a) cite a competitive offer or are contemplating disconnecting their Verizon service but agree to retain their Verizon local exchange service; or

   b) as a direct result of Verizon's outbound telemarketing, direct mail campaigns, or other marketing campaigns, change their local service provider back to Verizon; or

   c) as a direct result of Verizon's outbound telemarketing, direct mail campaigns, or other marketing campaigns, subscribe to Verizon local exchange service.

2. Qualified customers may be offered credits, discounts, gift certificates, or other items of equivalent monetary value. No customer will receive a credit, discount, gift certificate, or other items of equivalent monetary value that results in a price lower than the incremental cost of the subscribed services.

3 Qualified Verizon business customers must have annual Verizon local exchange service billing of less than $25,000 per year.

4. Qualified customers may be offered credits, discounts, gift certificates, or other items of equivalent monetary value equal to a discount that would range from 10% to 40% of the customer’s local exchange service spend level. No individual customer will receive any combination of discounts worth more than 40% of their local exchange service spending level during any consecutive 12-month period.