

SPECIAL OFFERINGS

Residential Retention/Reconnection Offer*

A. GENERAL

Qualified customers are Verizon Maryland residential customers who either:

1. proactively contact Verizon with the intention of disconnecting their Verizon dial tone service; or
2. are former Verizon residential customers who reconnect their Verizon dial tone telephone service.

Qualified customers who agree not to disconnect service or who reconnect their Verizon dial tone service will be eligible to receive a one-time bill credit in the amount of \$25 or \$50.

B. REGULATIONS

1. Qualifying customers who agree not to disconnect service or who reconnect their Verizon dial tone service will be eligible to receive a one-time \$25 credit on their monthly telephone bill.

Customers who respond to a Verizon marketing letter, sent to the customer after their disconnection request, and agree not to disconnect service or subsequently reconnect their service, will be eligible to receive a one-time \$50 credit on their monthly telephone bill.

2. Qualifying customers are limited to one offer per twelve month period.
3. This offer is not redeemable for cash and may not be used to satisfy delinquent balances owed to Verizon or any Verizon affiliate. Bill credit offers mailed to qualifying customers must be redeemed prior to the expiration date specified in the mailing.
4. This offer is not available to customers who temporarily suspend their Verizon telephone service.
5. This offer is not available to customers who subscribe to the Regional Value Voice Discount Plan (without a qualifying Long Distance Plan).

*** Effective June 16, 2008 the Residential Retention/Reconnection Offer is withdrawn and no longer available.**

SPECIAL OFFERINGS

Residential Reconnection Offer

A. GENERAL

Qualified customers are former Verizon Maryland residential customers who change their local service from another provider to Verizon in response to a Verizon direct marketing communication. These customers will be eligible to receive a one-time benefit of \$50 that may either take the form of a gift card or a bill credit.

B. REGULATIONS

1. Qualified customers are former Verizon Maryland residential customers who change their local service from another provider to Verizon in response to a Verizon direct marketing communication. These customers will be eligible to receive a one-time benefit of \$50 that may either take the form of a gift card or a bill credit.
2. Qualifying customers are limited to one offer per twelve month period.
3. This offer is not redeemable for cash and may not be used to satisfy delinquent balances owed to Verizon or any Verizon affiliate. Gift Card/Bill Credit offers must be redeemed prior to the expiration date specified in the marketing communication.
4. This offer is not available to customers who temporarily suspend their Verizon telephone service.
5. This offer may not be combined with any other Verizon promotional/discount offering.

SPECIAL OFFERINGS

Residential Retention Offer

A. GENERAL

Qualified customers are Verizon Maryland residential customers who proactively contact Verizon and threaten to disconnect their Verizon dial tone service. Qualified customers who agree not to disconnect service will be eligible to receive a one-time benefit of \$25 that may either take the form of a gift card or a bill credit.

B. REGULATIONS

1. Qualified customers are Verizon Maryland residential customers who proactively contact Verizon and threaten to disconnect their Verizon dial tone service. Qualified customers who agree not to disconnect service will be eligible to receive a one-time benefit of \$25 that may either take the form of a gift card or a bill credit.
2. Qualifying customers are limited to one offer per twelve month period.
3. This offer is not redeemable for cash and may not be used to satisfy delinquent balances owed to Verizon or any Verizon affiliate.
4. This offer is not available to customers who temporarily suspend their Verizon telephone service.
5. This offer does not apply to customers who are disconnecting service through the Verizon website (<http://www.verizon.com>).
6. This offer may not be combined with any other Verizon promotional/discount offering.

SPECIAL OFFERINGS

Business Customer Acquisition/Save/Winback

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.

SPECIAL OFFERINGS

Residential Customer Acquisition/Save/Winback

A. GENERAL

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

B. REGULATIONS

1. Qualified customers are new, existing, or former residential 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. No single customer will receive any combination of discounts worth more than \$125.00 in any consecutive twelve month period.