

ATTACHMENT 4

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Advice No. 3009

Denver, Colorado
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The Public Utilities Commission
of the State of Colorado
Logan Tower - Office Level 2
1580 Logan Street
Denver, Colorado 80203



STAMP AND RETURN

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Specifically, the Customer Incentive Program will offer the following, or the equivalent monetary value, on selected products as determined by Qwest:

- (1) A waiver of an amount up to 100% of the current residence or business nonrecurring charge(s), or
- (2) A waiver of up to three (3) months of the recurring residence or business rate(s), or
- (3) A waiver of an amount up to 100% of the current residence or business nonrecurring charge(s) and up to three (3) months of the recurring residence or business rate(s), or
- (4) A benefit or consideration offered or provided that is not associated with a service or product offered by the Company such as CPE, merchandise, or discounts on merchandise offered by others, gift certificates, gift cards, or otherwise, in the discretion of the Company. In determining the value of the non-cash offer or benefits, the actual cost incurred by the Company, not to exceed the sum of (3) above, shall be used.

The Company may prohibit use of this program in conjunction with any other Qwest Corporation offer. Residence and business customers may be provided an incentive offer under this program no more often than once in any two-year period. In retention situations, the Company may provide an incentive no more often than once with respect to any particular service or feature.

For potential new business customers, the Company shall condition its offers upon a business customer remaining with the Company for a minimum of one (1) year, or the duration of the contract which is otherwise agreed to, whichever is longer. Any minimum period of time shall be identified to the business customer as part of the offer. In such cases, if the business customer

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terminates service early, they will be billed all of the nonrecurring charge(s) and monthly rate(s) waived under this program.

Waivers will appear in the form of a credit(s) on the customer's bill. The waiver may be one-time, or spread over a period of up to 12 months in a fashion determined by the Company. Waiver amounts are calculated on the first month's nonrecurring charge(s) and monthly rate(s). The total waived amount will not exceed the value of the total nonrecurring charge(s) plus three (3) months service of the monthly rate(s). Offers may differ based on the following criteria, as follows: (1) the sales channel through which the products are sold, (2) a specific geographic area, (3) existing customers who request to have one or more products disconnected, (4) customers who identify a better competitive offer are available to them in which case Qwest representatives may present to these customers multiple offers up to the maximum value under this tariff.

Resellers may take the full amount permitted in (3) above, even if the offers actually made by the Qwest Retail Marketing and Sales groups are less than that full amount. Further, resellers may be entitled to only a waiver of the full amount, and not to any merchandise, discounts, or merchandise offered by others, gift certificates, gift cards, or otherwise. In all cases, resellers who use the Customer Incentive Programs shall be provided the maximum monetary equivalent of the program as allowed by this tariff and can distribute that value to their end user customers in any manner that they choose. Further, resellers are not required to match Qwest's program offers or timing in order to take advantage of the program, and no further wholesale discount is provided to the maximum monetary equivalent. Qwest may choose to periodically modify its offerings under this program, however, there will be no further notifications associated with those changes. In addition, Qwest may or may not allow this program to be used in conjunction with another offer being marketed by Qwest Corporation or a Qwest affiliate.

Qwest Corporation

**EXCHANGE AND NETWORK
SERVICES TARIFF
COLO. P.U.C. No. 20**

**SECTION 2
First Revised Sheet 33
Cancels Original Sheet 33**

B. Promotional Offerings

The Company may, from time to time, make promotional offerings of its products and services which may include waiving or reducing the applicable recurring and/or nonrecurring charges for the promoted product(s) or service(s). The promotional offerings may be limited as to the duration, the date and times of the offerings, and the locations where the offerings are made.

All such offers will be made on a non-discriminatory basis but are subject to facility availability and will also be subject to the requirements of 4CCR 723-49-3.4 regarding the efficient use of telephone numbers. Cost support is not required for promotional offers, but will be made available on a confidential basis if requested by the Commission or the Office of Consumer Counsel.

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**EXCHANGE AND NETWORK
SERVICES TARIFF
COLO. P.U.C. No. 20**

**SECTION 5
Third Revised Sheet 70
Cancels Second Revised Sheet 70**

5. EXCHANGE SERVICES**5.2 LOCAL EXCHANGE SERVICE (Cont'd)****5.2.11 COMPETITIVE RESPONSE****A. Residence Customer Incentive Program****1. Description**

The Customer Incentive Program is an offering for potential new residence local exchange customers and to existing residence customers to induce the retention or continuation of existing services by those customers.

2. Terms and Conditions

- a. This competitive response offering may be offered to potential new Qwest residence local exchange customers. In addition, the Company may provide a retention benefit to any existing residence customer who has retained a service for some period of time.
- b. For potential new residence customers, the Company may provide an incentive offer no more often than once in any two year period. In retention situations, the Company may provide an incentive no more often than once with respect to any particular service or feature.
- c. To qualify for these offers, residence customers are required to have a satisfactory credit rating with the Company.
- d. The recipients of the customer incentive offer and the amount of the customer incentive offer shall be in the sole discretion of the Company, but the value of the retention benefit may not exceed the sum of 3.a., following.
- e. The Company shall determine the particular details, including but not limited to periods and duration, class of customers, services, amounts, and geographic area, so long as each such offer to a particular residence customer is not inconsistent with the provisions of this Tariff and the amount does not exceed the maximum amount set forth in 3.a., following. The Company may prohibit use of this program in conjunction with another offer being marketed by the Company and/or a Company affiliate.

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**EXCHANGE AND NETWORK
SERVICES TARIFF
COLO. P.U.C. No. 20**

**SECTION 5
Second Revised Sheet 71
Cancels First Revised Sheet 71**

5. EXCHANGE SERVICES

5.2 LOCAL EXCHANGE SERVICE

5.2.11 COMPETITIVE RESPONSE

A.2. (Cont'd)

- f. Offers may differ based on the following criteria or combinations of criteria below:
- (1) The sales channel through which the products are sold.
 - (2) A specific geographic area.
 - (3) Existing customers who request to have one or more products disconnected.
 - (4) Customers who identify a better competitive offer are available to them. Qwest representatives may present to these customers multiple offers up to the maximum value under this Tariff.
- g. The Company reserves the right to discontinue this offer.

3. Rates and Charges

- a. Customers may be offered one of the following, or the equivalent monetary value, on selected products as determined by the Company:
- (1) A waiver of an amount up to 100% of the current residence nonrecurring charge(s), or
 - (2) A waiver of up to three months of the recurring rates, or
 - (3) A waiver of an amount up to 100% of the current residence nonrecurring charge(s) and up to three months of the recurring rate(s), or
 - (4) A benefit or consideration offered or provided that is not associated with a service or product offered by the Company such as CPE, merchandise, or discounts on merchandise offered by others, gift certificates, gift cards, or otherwise, in the discretion of the Company. In determining the value of non-cash offers or benefits, the actual cost incurred by the Company, not to exceed the sum of 3.a.(3) above, shall be used.

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SERVICES TARIFF
COLO. P.U.C. No. 20

SECTION 5
First Revised Sheet 71.1
Cancels Original Sheet 71.1

5. EXCHANGE SERVICES

5.2 LOCAL EXCHANGE SERVICE

5.2.11 COMPETITIVE RESPONSE

A.3. (Cont'd)

- b. The waiver(s) will appear in the form of a credit(s) on the customer's bill. The waiver may be one-time, or spread over a period of up to 12 months in a fashion determined by the Company.
- c. Waiver amounts are calculated on the first month's nonrecurring charge(s) and monthly rate(s). The total waived amount will not exceed the value of the total nonrecurring charge(s) plus three months service of the monthly rate(s).
- d. In all cases, resellers who use the Customer Incentive Program shall be provided the maximum monetary equivalent of the program as allowed by this Tariff and can distribute that value to their end user customers in any manner that they choose. Further, resellers are not required to match the Company's program offers or timing in order to take advantage of the program, and no further wholesale discount is provided to the maximum monetary equivalent. Resellers shall be provided monetary equivalents and they shall not be provided merchandise, coupon offers, or the like.

B. Business Customer Incentive Program

1. Description

The Customer Incentive Program is an offering for potential new business local exchange customers and to existing business customers to induce the retention or continuation of existing services by those customers.

2. Terms and Conditions

- a. This competitive response offering may be offered to potential new Qwest business local exchange customers. In addition, the Company may provide a retention benefit to any existing business customer who has retained a service for some period of time.
- b. For potential new business customers, the Company may provide an incentive offer no more often than once in any two year period. In retention situations, the Company may provide an incentive no more often than once with respect to any particular service or feature.

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**EXCHANGE AND NETWORK
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COLO. P.U.C. No. 20**

**SECTION 5
First Revised Sheet 71.2
Cancels Original Sheet 71.2**

5. EXCHANGE SERVICES

5.2 LOCAL EXCHANGE SERVICE

5.2.11 COMPETITIVE RESPONSE (Cont'd)

B.2. (Cont'd)

- c. To qualify for these offers, business customers are required to have a satisfactory credit rating with the Company
- d. For potential new business customers, the Company will condition its offers upon a business customer remaining with the Company for a minimum of one year, or the duration of the contract which is otherwise required under this Tariff for such a service and which the business customer has agreed to, whichever is longer. Any minimum period of time shall be identified to the business customer as part of the offer. In such cases, if the customer terminates service early, they will be billed all of the nonrecurring charge(s) and monthly rate(s) waived under this program.
- e. The recipients of the customer incentive offer and the amount of the customer incentive offer shall be in the sole discretion of the Company, but the value of the retention benefit may not exceed the sum of 3.a., following.
- f. The Company shall determine the particular details, including but not limited to periods and duration, class of customers, services, amounts, and geographic area, so long as each such offer to a particular business customer is not inconsistent with the provisions of this Tariff and the amount does not exceed the maximum amount set forth in 3.a., following. The Company may prohibit use of this program in conjunction with another offer being marketed by the Company and/or a Company affiliate.
- g. Offers may differ based on the following criteria or combinations of criteria below:
 - (1) The sales channel through which the products are sold.
 - (2) A specific geographic area.
 - (3) Existing customers who request to have one or more products disconnected.

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**EXCHANGE AND NETWORK
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COLO. P.U.C. No. 20**

**SECTION 5
First Revised Sheet 71.4[1]
Cancels Original Sheet 71.4**

5. EXCHANGE SERVICES

**5.2 LOCAL EXCHANGE SERVICE
5.2.11 COMPETITIVE RESPONSE
B.3. (Cont'd)**

- c. Waiver amounts are calculated on the first month's nonrecurring charge(s) and monthly rate(s). The total waived amount will not exceed the value of the total nonrecurring charge(s) plus three months service of the monthly rate(s).
- d. In all cases, resellers who use the Customer Incentive Program shall be provided the maximum monetary equivalent of the program as allowed by this Tariff and can distribute that value to their end user customers in any manner that they choose. Further, resellers are not required to match the Company's program offers or timing in order to take advantage of the program, and no further wholesale discount is provided to the maximum monetary equivalent. Resellers shall be provided monetary equivalents and they shall not be provided merchandise, coupon offers, or the like.

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[1] This sheet cancels the following sheets: Original Sheets 71.5 through 71.7.
Second Revised Sheet 72.

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