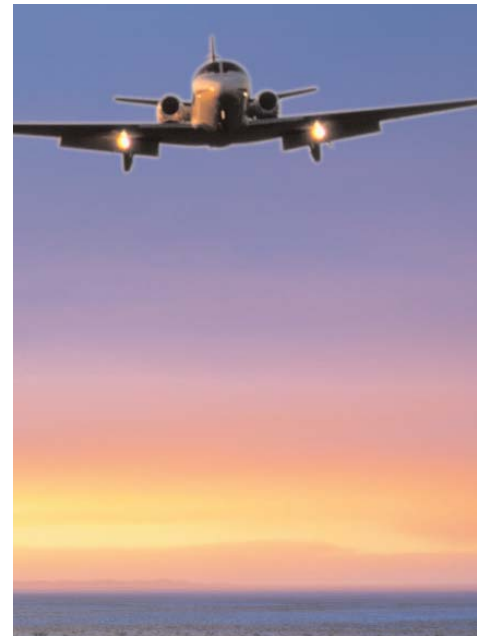
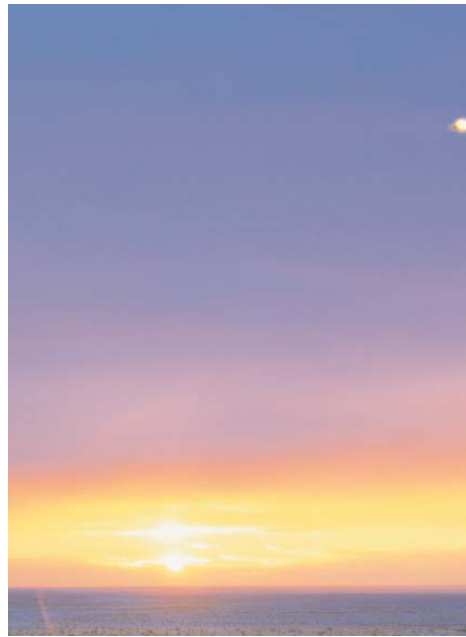
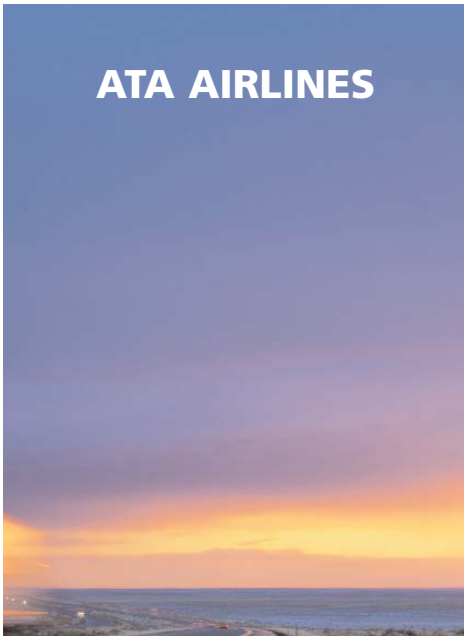




ATA AIRLINES



ATA Airlines Soars With E-Commerce By Leveraging Network and Web Hosting Solutions Through SBC Companies

Constantly on the lookout for ways to cut costs and elevate customer service, ATA Airlines engages SBC companies for innovative network and Web solutions. Entrusted with nearly one-third of ATA's revenue stream, SBC companies deliver exceptional value, providing products that help increase online sales and advance ATA's online marketing initiatives.

Exceeding the realm of superlatives such as "do or die," and "cutthroat," the competitive environment for low-cost airlines is in a class of its own. In a consumer market where value reigns supreme and brand loyalty is constantly in jeopardy, survival exists only for those airlines who continually cut costs, constantly refine their market offerings and engage and re-engage consumers time and again.

In an effort to increase online ticket sales while decreasing costs, ATA Airlines sought to gain a new market foothold and meet its strategic e-commerce objectives through its Web site operations. These objectives included an increase in return on investment (ROI), reduced ownership costs, greater control and flexibility of its Web site, and robust network solutions and support. The airline needed a hosting company that could deliver network reliability, security and stability.

The company spent several months reviewing Web hosting providers and researching Internet architectures. One of ATA's key findings was that the company needed greater control and flexibility

with its online presence. With downtime translating into lost revenue and opportunities, ATA sought a provider that could deliver robust solutions, superior support and financial stability.

After meeting with SBC account managers, Internet specialists and provisioning engineers, ATA executives opted to deploy the SBC PremierSERVSM Advanced Hosting solution. This Web

"The SBC family of companies continues to be one of our most relied-upon vendors. We've further solidified this relationship by signing on for an additional two years."

Glen Baker, CIO, ATA Airlines.



About ATA Airlines

In its 32nd year of operation, ATA Airlines offers easy and affordable travel to major business centers and popular vacation destinations like New York, Dallas/Ft. Worth, Boston, Hawaii, Florida, Mexico and the Caribbean. Through direct ATA flights and connecting Southwest Airlines codeshare flights, ATA serves customers in more than 75 destinations. Try ATA's 15-times-every-weekday nonstop service between the New York area and Chicago Midway. For more information, visit www.ata.com.

Why SBC?

SBC Communications Inc. is a Fortune 50 company whose subsidiaries, operating under the SBC brand, provide a full range of voice, data, networking, e-business, directory publishing and advertising, and related services to businesses, consumers and other telecommunications providers.

SBC holds a 60 percent ownership interest in Cingular Wireless, which serves 51.6 million wireless customers. SBC companies provide high-speed DSL Internet access lines to more American consumers than any other provider and are among the nation's leading providers of Internet services. SBC companies also offer satellite TV service.

For more information about SBC products and services, contact your local SBC technical sales representative, or visit www.sbc.com.

The new solutions have allowed ATA to fully leverage its Web presence with new online marketing and advertising initiatives, and solidified the company's network by seamlessly connecting its 15 locations throughout the Midwest, primarily in Illinois, Indiana and Michigan.

"The SBC family of companies continues to be one of our most relied-upon vendors," said Glen Baker, CIO, ATA Airlines. "The company was entrusted with nearly a third of our revenue stream and has never failed to meet our highest expectations, earning our confidence with each challenge that was presented. We've further solidified this relationship by signing on for an additional two years."

Before implementation, ATA conducted a total cost of ownership comparison using the SBC Total Cost of Ownership (TCO) tool to assess its existing costs

versus outsourced costs. Following implementation, ATA compared its previous hosting solution with SBC PremierSERV Advanced Hosting and SBC PremierSERV Frame Relay and found that it had doubled its Internet bookings and revenue in just a few short months. Company executives further noted that the technical upgrades and improved reliability allowed a more comfortable and effective means of creating marketing and advertising campaigns specifically designed to drive even more traffic to the Web site.

"Low-cost airlines are surely among the most challenging customers that SBC companies must satisfy," Baker commented. "We expect the highest-level service agreements and responsiveness to our rapidly changing needs. I'm gratified to say that year after year, those expectations have been met."

Collectively, the nation's 10 largest passenger airlines employ nearly 500,000 people, including more than 55,000 pilots.

According to ACI Airport Statistics, six of the world's 10 busiest airports are in the U.S.: Chicago (No. 1), Atlanta (No. 2), Los Angeles (No. 3), Dallas/Ft. Worth (No. 4), San Francisco (No. 7) and Miami (No. 10).

The annual Skytrax customer poll revealed that Cathay Pacific, a Hong Kong-based carrier serving primarily East Asia, is the world's top-rated airline for 2005. No. 2 is Australia's Qantas Airways.

hosting service offers complete solutions with secure, high-performance servers and on-site technical support. ATA also chose to supplement the hosting solution with SBC PremierSERVSM Frame Relay Service, a data service that provides the performance of leased lines with the flexibility and connectivity of local area networks.

