



AT&T Retail and Marketing

The marketplace is changing and the new AT&T family of companies must be where consumers are making buying decisions. The strategic AT&T marketing initiatives are designed to link the new AT&T brand to premier communications and entertainment experiences, as well as to fuel sales and demonstrate how key AT&T products and services, such as DSL and satellite TV, can meet the increasing consumer demand for value, choice and convenience. AT&T companies are placing products within reach of consumers, driving awareness, and educating consumers about AT&T communications and entertainment services — in an experiential and relevant way.

AT&T Retail Expansion

The new AT&T retail strategy, launched in time for the busy 2005 holiday shopping season, is multifaceted, yet economical. The companies have established a variety of retail sites, including the new AT&T Experience Store in Dallas' North Park Mall, to bring the living room, game room, and home office to life with integrated communications and entertainment services powered by the new AT&T companies. Knowledgeable personnel are available to guide consumers through product trials and purchasing decisions, allowing them to experience the latest in online gaming, photosharing, music and Wi-Fi through AT&T broadband services. Consumers also have the opportunity to "test drive" the latest in entertainment services from SBC | DISH Network,* including digital videorecording.

Olympics 2006 and 2008

The new AT&T family of companies is an Official Partner of the U.S. Olympic Team, providing significant financial support, products, and services to America's summer and winter athletes, for the upcoming Olympic Winter Games in Torino, Italy, and the 2008 Olympic Games in Beijing, China. The sponsorship with the USOC is a key element in the new AT&T commitment to support the new brand with the most extensive multimedia advertising campaign in the history of either SBC companies or the former AT&T.

SBC blue room

SBC blue room gives consumers access to exclusive music content, in-studio interviews, live performances and unedited commentary of chart-topping artists. Each week, visitors to the site, <http://blueroom.sbc.com>, are treated to fresh new content from the biggest names in rock, alternative rock, country and hot adult contemporary. Features for the blue room are culled from various AT&T music sponsorships, including Lollapalooza, Austin City Limits Music Festival, Ve-Goose and the Keith Urban tour. The blue room also provides consumers with a quick link to complementary broadband services, such as DSL and Yahoo! Music® clips, information on the latest releases and more from featured blue room artists. Consumers can also enter contests to win trips and tickets to shows, or they can spend time with featured artists.

*With the close of its acquisition of AT&T Corp., SBC companies are currently making the necessary legal and regulatory filings required to offer products and services under the new AT&T brand.