

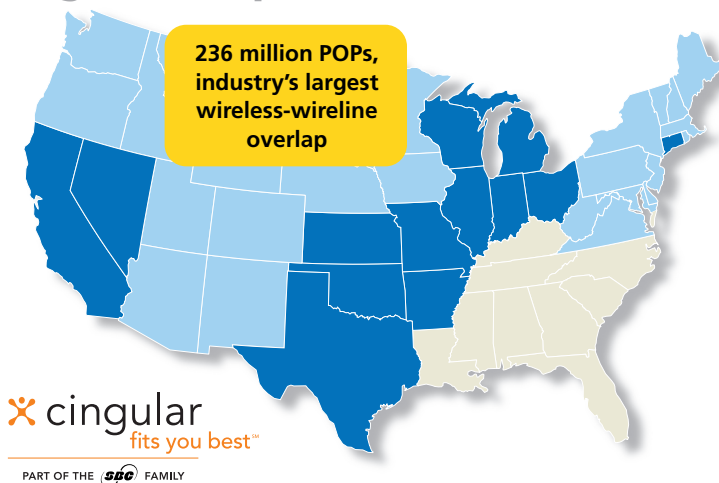


# Wireless Momentum

Wireless is a key component in the growing SBC portfolio of bundled communications offerings for both consumers and businesses. Today, wireless service enhances the overall value of SBC bundles by allowing customers to choose from a range of wireless calling plans, which are offered at a significant discount and conveniently delivered on a single monthly bill. Increasingly, new wireless-wireline bundles and new integrated wireless-wireline services will give customers even greater values and create a competitive edge for SBC companies.

SBC Communications Inc., which owns 60 percent of Cingular Wireless through a joint venture with BellSouth, has been offering bundled wireline-wireless packages of services through its local service companies since early summer 2002. SBC companies work with Cingular, now the nation's largest wireless company, to bring innovative calling bundles and integrated services to market.

## Approximately 90 Percent of all SBC Customers Live in the Expanded Cingular Footprint



### SBC Communications Inc. and Cingular have one of the largest wireline-wireless service-area overlaps.

- With the merger of AT&T Wireless, Cingular is now the nation's largest wireless provider — offering service in 49 states and serving the top 100 metropolitan areas.
- SBC companies represent the nation's second-largest local phone service provider, serving roughly one-third of the nation's wireline customers.
- Cingular provides service in all states where SBC companies provide service, which include California, Arkansas, Kansas, Missouri, Oklahoma, Texas, Connecticut, Illinois, Indiana, Michigan, Nevada, Ohio and Wisconsin.

## Accelerating Sales of Wireline-Wireless Bundles

### Compelling Wireless-Wireline Bundles, Strong Sales Channels Boost Wireless Sales

- Today, SBC companies are a leading sales agent for Cingular post-paid sales.
- SBC consumer service representatives receive millions of calls every month, offering opportunities to cross-sell wireless.
- Ordering systems allow an SBC customer service representative to handle wireline and wireless orders.
- Integrated billing systems allow customers to receive one monthly bill for both SBC wireline and Cingular Wireless services.



# Innovative Offerings, Value, Choice and Convenience

By bundling their services with SBC companies, consumers can take advantage of a wide range of calling plans and features, including Cingular's Family Talk<sup>SM</sup> plans and Cingular's unique and innovative Rollover minutes.

## Residential

**\$3  
off**

For SBC local service customers who order new Cingular service through an SBC company and make a two-year commitment on Cingular plans with a regular recurring monthly price of \$29.95\* or greater a month. Existing Cingular customers who agree to a combined SBC local and Cingular bill and who subscribe to a qualifying SBC Connections or SBC Total Connections residential service bundle.\*\*

**\$5  
off**

For SBC Connections and SBC Total Connections residential customers who order new Cingular service through an SBC company and make a two-year commitment on Cingular plans with a regular recurring monthly price of \$29.95\*, or greater, a month and who also have combined billing.\*\*

\* Other monthly charges apply. See legal below. \*\*In order to be eligible for these discounts, customers must have SBC long distance and at least two calling features (SBC Connections).

## Business

Recently introduced wireless-wireline service packages for businesses enable users to access corporate applications virtually anywhere, any time and on any device, using the mobility of wireless to extend the reach of corporate networks and improve employee productivity in the office and on the road. Business customers purchasing these options through an SBC sales channel, and with an SBC Connections voice package, receive savings of up to 20 percent off the recurring monthly charge for qualifying Cingular BlackBerry service plans and GSM Nation\* plans.

- **Cingular Data and Cingular BlackBerry plans.** Cingular's data plans, which include the BlackBerry device (manufactured by Research In Motion), when combined with SBC wireline voice and data services and Cingular voice plans, provide customers with a powerful range of tools to keep up with voice and e-mail both in the office and on the road. BlackBerry wireless devices used with Cingular service can integrate with corporate and Internet e-mail accounts (up to 10 e-mail accounts), provide Internet accessibility, and enable users to open and view e-mail attachments along with Bluetooth functionality.
- **Cingular GSM Nation plans.** Plans include monthly Anytime minutes (various packages), Cingular's unique and innovative Rollover voice minutes, roaming, long distance, Night and Weekend minutes, call forwarding, three-way calling, unlimited mobile-to-mobile minutes, basic voicemail and caller ID.
- **SBC Connections voice plans.** SBC companies offer a complete portfolio of SBC Connections voice plans, including unlimited local and long distance calling plans at extremely competitive rates, as well as data service options to satisfy the largest or the smallest of businesses.

\*Cingular also imposes the following charges: A Regulatory Cost Recovery Fee of up to \$1.25 to help defray its costs incurred in complying with obligations and charges imposed by State and Federal telecom regulation, a gross receipts surcharge and State and Federal Universal Service charges. The Regulatory Cost Recovery Fee is not a tax or government-required charge. Limited-Time Offer: Credit approval and new, two-year service commitment on eligible Cingular calling plan required. Offer cannot be combined with any other special Cingular offers. Offer valid only through SBC sales channel. Wireless services are provided by Cingular. Other conditions and restrictions apply. See contract and rate plan brochure or call for details. Promotions only available to qualified SBC local service customers who receive a combined Cingular and SBC local services bill and who subscribe to certain SBC local exchange services and/or qualifying Cingular plans. Coverage not available in all areas. See map on sbc.com for details. Phone price and availability may vary by market. Activation fee up to \$36 applies. Phone Return Policy/Early Termination Fee: No early termination fee if service is canceled within 15 days of purchase; a \$150 early termination fee applies thereafter. Sales tax calculated based on unactivated price of phone. Billing: Airtime and other measured usage are rounded up to the next full minute at the end of each call for billing purposes. Rollover Minutes: Unused Anytime minutes expire after 12 months. Minutes will not roll over until after the first month's billing. Night and Weekend and Mobile to Mobile. Minutes do not roll over. Non-Rollover Plans: Unused minutes are forfeited. Cingular Nation: Cingular reserves the right to terminate your service if less than 50% of your usage over three consecutive billing cycles is on Cingular-owned systems. Customer must (1) use phone programmed with Cingular Wireless' preferred roaming database; (2) have a mailing address and live in the area in which subscription is made. FamilyTalk: \$9.99 FamilyTalk lines available with plans starting at \$59.99. All lines on account share primary line's allowances. Maximum of 3 additional lines, and all lines must be on the same billing account. Cingular is a registered trademark of Cingular Wireless, L.L.C. SBC, the SBC logo and other product names are trademarks and/or service marks of SBC Knowledge Ventures, L.P. and/or its affiliates. All other trademarks and service marks are the property of their respective owners. © 2004 SBC Knowledge Ventures, L.P. All rights reserved.