

An orange graphic consisting of a cloud-like shape on the left and a bar chart on the right. The bar chart has yellow bars of varying heights. A white sign with a black border is positioned in the center of the orange shape.

**TXTNG &
DRIVNG
...
IT CAN
WAIT**

lol. cul8r. @wrk. ttyl. Texting has its own language. We use that language as a life line to connect to our friends, family and co-workers. We send pictures. We chat. We text.

That's why AT&T has launched a new public awareness campaign to help raise awareness about the risks of texting and driving. The purpose of the initiative is to remind all wireless consumers, but especially youth, that when it comes to driving a vehicle, all text messages can – and should – wait.

TXTING TIPS

AT&T wants to inform all wireless users that safety comes first when you're in the driver's seat.

Help keep all drivers safe on the road by following the tips:

- ▶ **Be Smart.** Don't text and drive. No text message is worth being distracted while you drive.
- ▶ **Be in control.** Remember it's your phone. You decide if and when to send and read texts so take control. Consider turning your phone off, setting it to silent or even storing it in the glove box before hitting the road.
- ▶ **Be Caring.** Don't send a text when you know your family member, friend or co-worker is driving.
- ▶ **Be Focused.** Never use your phone to take pictures, send and read messages, record video, or watch TV while driving.
- ▶ **Be an Example.** Don't send the wrong message by texting while you drive. This is especially important if you have a teen driver in the household. Your family and friends will follow your example.
- ▶ **Be Proactive.** Visit www.facebook.com/att to take a pledge not to text and drive, and encourage your friends to do the same. You can also print and sign AT&T's pledge, available in our online toolkit at www.att.com/txtngcanwait.
- ▶ **Be Aware.** Know your options. AT&T Smart Limits* offers parents an easy way to manage their teen's phone functionality, such as the time of day the phone can be used for messaging, Web browsing or outbound calling; however, 911 calls are always allowed and parents can also set up "allowed numbers" that the teens can call as parents or others deem appropriate. These restrictions can easily be removed by parents and caregivers as well. Go to www.att.com/smartlimits for more information.

ADDITIONAL RESOURCES

AT&T continues to work with CTIA – The Wireless Association, The National Safety Council and other parties to support their efforts to educate the public about the dangers of texting while driving. For further information please visit the following websites:

- ▶ National Safety Council – www.nsc.org
- ▶ CTIA – The Wireless Association – www.ctia.org

For more information, tips and tools, check out AT&T's online resource dedicated to educating wireless users about the risks of texting and driving at www.att.com/txtngcanwait.

Our message is simple. When it comes to texting and driving, it can wait.

Supported By:



*Smart Limits for Wireless cannot currently set monthly limits for minutes; incoming calls are allowed at all times except from numbers designated as "Blocked Numbers." Browsing Limits and Time of Day Restrictions will not work for restricting Web browsing usage while the user is in Wi-Fi mode on Wi-Fi capable devices such as iPhone. As your child approaches the text and download limits, he/she will receive an advance warning. Once a limit is reached, there will be a notification the action is restricted and the service will be stopped until the next billing cycle begins. Calls and text messages to and from phone numbers you designate as "Allowed Numbers" and calls to 911 will continue to be permitted regardless of the limits you set. For more information, visit AT&T Smart Limits for Wireless Terms of Use, <http://www.wireless.att.com/learn/articles-resources/parental-controls/smart-limit-terms.jsp>.