

# Cingular Wireless, SBC Communications and BellSouth to Launch *FastForward*<sup>™</sup> — Latest in a New Category of Services That Integrate Wireless and Wireline Communications

- *Innovation Lets Cingular Customers Route Unlimited Incoming Wireless Calls to Wireline Numbers, Roll Over Even More Minutes*
- *New Device Works Exclusively With Cingular Wireless Service, Will Be Available Starting Oct. 1*

**ATLANTA, Sept. 9, 2003** — Cingular Wireless, one of the United States' premier wireless companies with more than 23 million voice and data subscribers, today joined with its parent companies, SBC Communications Inc. (NYSE: SBC) and BellSouth (NYSE: BLS), to introduce *FastForward*<sup>™</sup> — a groundbreaking new option that marries the convenience of wireless service with customers' wireline phone service.

The patented *FastForward* device, which works exclusively with Cingular service, will be available beginning Oct. 1 throughout Cingular's coverage area, except for Puerto Rico where it will be available later this year. It is being demonstrated for the first time today at Morgan Stanley's 8th Annual Global Media & Communications Conference being held in Boston. SBC and BellSouth executives are scheduled to present at the conference.

*FastForward* lets Cingular customers forward unlimited incoming wireless calls to their landline phone in the local calling area without the minutes counting against their monthly wireless calling plan. The device is designed as a cradle to hold a wireless phone and plugs into an electrical outlet. When the Cingular Wireless phone is cradled, calls to the wireless phone are forwarded to a designated landline phone, while the wireless phone's battery is automatically recharged.

**"We're creating truly differentiated products that will fundamentally change how our customers access and use communications services."**

**Ray Wilkins, President-  
Marketing and Sales, SBC**

**"With virtually all of our wireline customers capable of being served by Cingular, this announcement is significant."**

**Dick Anderson, President-  
Consumer Markets, BellSouth**

## STRATEGIC BENEFITS

For Cingular Wireless and its parent companies, *FastForward* is part of a larger initiative to create a new category of products that integrate wireless and wireline marketing and services, simplify the calling process and change how people communicate.

- *FastForward* benefits customers by giving them increased convenience and by helping them conserve wireless minutes — letting them roll over more minutes each month. Cingular is the only U.S. wireless carrier to offer Rollover, the wireless plan that lets customers keep their unused monthly minutes. These customer benefits help Cingular drive customer retention and growth.
- For Cingular and its parents, *FastForward* creates additional marketplace differentiation by delivering an option not matched by other wireless providers or by other wireline telephone providers.
- *FastForward* also helps Cingular improve capital efficiency, moving minutes from its wireless network to wireline networks.

## THE LATEST IN WIRELESS-WIRELINE INTEGRATION

*FastForward* is the latest in a series of initiatives undertaken over the past several months by Cingular Wireless and its parents to deliver on customer expectations that wireless and wireline communications be integrated.

“Through our initiative with Cingular, we’re creating truly differentiated products that will fundamentally change how our customers access and use communications services,” said Ray Wilkins, president-SBC marketing and sales. “Integrating wireless with core telephone services will differentiate us from competitors and help us gain and retain customers.”

“The integration of wireless and wireline has always been important to BellSouth and its customers. With virtually all of our wireline customers capable of being served by Cingular, this announcement is significant,” said Dick Anderson, president-consumer markets, BellSouth.

In addition to *FastForward*, major steps the companies have taken include:

**Wireline-Wireless Bundles.** Both SBC Communications Inc. and BellSouth have introduced mass market service bundles that provide conveniences such as one-stop shopping, a single bill and discounts for both Cingular wireless and wireline services.

**Shared Sales Channels.** In conjunction with expanded bundling, the companies have also developed processes and systems to let customers order Cingular Wireless service through the SBC and BellSouth wireline sales channels. Cingular sales through wireline sales channels have increased dramatically during recent quarters — with second-quarter gross sales four times their levels two quarters earlier, representing approximately 15 percent of Cingular’s gross adds.

**Shared Voice Mail.** Cingular and its parent companies also offer customers the convenience of a single voice mail box for both wireless and wireline calls, giving customers greater convenience and efficiency.

**MinuteShare<sup>SM</sup>.** In June, Cingular Wireless, SBC Communications Inc. and BellSouth announced MinuteShare<sup>SM</sup>, a new service enabling SBC or BellSouth residential customers to share a single bucket of wireline long distance (in states where SBC Long Distance is authorized to sell service) and wireless local and long distance minutes. A market trial of the new service has demonstrated how customers use the added convenience of combined minutes on their home and wireless phones. MinuteShare is available in select SBC markets today and is expected to launch more widely this autumn. BellSouth expects to launch the service in the first quarter of 2004.

## FUTURE OPPORTUNITIES

*FastForward* and these other strategic initiatives are driven by Cingular’s extensive wireline overlap — with about 80 percent of its customer base in either the SBC or BellSouth wireline service region — and by customer expectations for truly integrated telecommunications services.

Cingular Wireless and its parents continue to focus resources on opportunities in this area. For example, there are opportunities to combine Wi-Fi services with 3G wireless data network capabilities. And unified messaging — combined wireline voice mail, wireless voice mail and e-mail in a single message box — holds the promise of giving customers communications management tools that seamlessly connect voice and data platforms on both wireline and wireless networks.

## HOW FASTFORWARD WORKS: SIMPLE TO SET UP, EASY TO USE

Key to the success of all wireless-wireline integration opportunities is simplicity and ease of use — both key attributes for *FastForward*. Simply add the landline number to the wireless phone’s address book and insert the wireless phone into the *FastForward* cradle. An indicator light illuminates on the cradle, showing the forwarding service is active. Now, calls that would have gone to the wireless phone will ring the designated landline telephone. To deactivate, just press the CANCEL button on the front of the device and remove the wireless phone from the cradle.

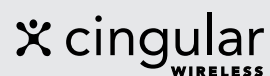
SBC residential local phone company customers who receive a single bill for Cingular Wireless and landline services will not have to pay a monthly charge to receive unlimited call forwarding. Similarly, BellSouth will offer unlimited call forwarding when customers sign up for a combined bill and the choice of two other features. Customers who use other companies for their local landline service pay just \$2.99 a month to receive unlimited call forwarding.

The new *FastForward* device can be purchased as a stand-alone item at all Cingular Wireless retail locations for \$39.99. SBC and BellSouth residential customers purchasing new Cingular Wireless service can call their consumer service centers and also purchase the device for the same amount plus tax and shipping and handling. Compatible wireless phones must be purchased separately.

Initially, the *FastForward* device will be compatible with select Nokia and Motorola wireless phone models. Additional *FastForward*-compatible wireless phones, including Sony Ericsson and Siemens, are expected to be available as early as Nov. 1.

### Cingular Focus

- 236 million licensed POPs
- \$3.8 billion revenue
- \$756 million operating income
- Ownership: 60 percent SBC, 40 percent BellSouth



#### ABOUT CINGULAR WIRELESS

Cingular Wireless, a joint venture between SBC Communications (NYSE - SBC) and BellSouth (NYSE - BLS), serves more than 23 million voice and data customers across the United States. A leader in mobile voice and data communications, Cingular is the only U.S. wireless carrier to offer Rollover, the wireless plan that lets customers keep their unused monthly minutes. Cingular has launched the world's first commercial deployment of wireless services using Enhanced Data for Global Evolution (EDGE) technology. Cingular provides cellular/PCS service in 43 of the top 50 markets nationwide, and provides corporate e-mail and other advanced data services through its GPRS, EDGE and Mobitex packet data networks. Details of the company are available at [www.cingular.com](http://www.cingular.com).

#### ABOUT SBC COMMUNICATIONS

SBC Communications Inc. ([www.sbc.com](http://www.sbc.com)), through its subsidiaries, is one of the world's leading data, voice and Internet services providers. Through their world-class networks, SBC companies provide a full range of voice, data, networking and e-business services, as well as directory advertising and publishing. A Fortune 30 company, SBC Communications Inc., through its subsidiaries, is America's leading provider of high-speed DSL Internet Access services and one of the nation's leading Internet Service Providers. SBC companies currently serve 56 million access lines nationwide. In addition, SBC companies own 60 percent of America's second-largest wireless company, Cingular Wireless, which serves more than 23 million voice and data wireless customers over its nationwide voice and data networks. Cingular was the first company in the United States to commercially launch EDGE technology. Internationally, SBC companies have telecommunications investments in 22 countries.

#### ABOUT BELLSOUTH CORPORATION

BellSouth Corporation is a Fortune 100 communications services company headquartered in Atlanta, Ga. BellSouth serves more than 45 million local, long distance, Internet and wireless customers in the United States and 14 other countries.

Consistently recognized for customer satisfaction, BellSouth provides a full array of broadband data solutions to large, medium and small businesses. In the residential market, BellSouth offers DSL high-speed Internet access, advanced voice features and other services. BellSouth also offers long distance service throughout its markets, serving both business and residential customers. The company's BellSouth Answers<sup>SM</sup> package combines local and long distance service with an array of calling features; wireless data, voice and e-mail services; and high-speed DSL or dial-up Internet service. BellSouth also provides online and directory advertising services through BellSouth<sup>®</sup> *RealPages.com*<sup>SM</sup> and The *Real Yellow Pages*<sup>®</sup>. BellSouth owns 40 percent of Cingular Wireless, the nation's second-largest wireless company, which provides innovative data and voice services.

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