



An Iconic Brand Known Worldwide: AT&T Key Facts

On October 27, 2005, SBC Communications Inc. announced plans to adopt the AT&T name following approval and close of its historic merger with AT&T, which is expected late this year. The AT&T brand is an American business icon and far and away the most recognized communications brand in the United States, as well as around the globe.

This decision is a milestone in the communications industry, enabling the brand that is inextricably linked to the birth and growth of the telecommunications industry to remain at the forefront of a new era of integrated communications and entertainment services.

The AT&T brand has a proud, 120-year heritage, making it ideal to represent the new company's passion to deliver meaningful innovation and unsurpassed customer care, diverse capabilities, and commitment to reliability, quality and integrity.

Moving forward, the combined company will continue to strengthen the AT&T brand as it sets the standard for a new generation of IP-based services, giving consumers and businesses anytime, anywhere access to communications and entertainment over virtually any device. The objective is to make the new AT&T synonymous with innovative, high-quality, integrated voice, data and video services.

The merger will bring together a range of complementary capabilities and strengths to position the new AT&T for the 21st century:

SBC	AT&T
<ul style="list-style-type: none">• Broadband capabilities, local service with more than 50 million access lines and dense local access network capabilities to deliver voice and data services to consumers and businesses of all sizes.• Nationwide wireless coverage through Cingular Wireless, which has more than 52 million subscribers across the country. SBC owns 60 percent of Cingular.	<ul style="list-style-type: none">• The world's most advanced and powerful communications backbone network and software infrastructure to meet the sophisticated data communication needs of large businesses with multiple locations.• A global reach that spans more than 60 countries around the world.

In the weeks and months following completion of the merger, customers will see the new AT&T brand and logo on bills and correspondence, products and services, as well as on buildings housing the combined company's facilities. The transition to the new brand will be strongly promoted in the weeks after the merger's completion with the largest multimedia advertising and marketing campaign in either company's history. The SBC brand will play an important role in this transitional process.

There is unprecedented opportunity to continue and expand the storied heritage of the AT&T brand. Most importantly, consumers and businesses will benefit from the new era of communications and entertainment that the combination of SBC and AT&T companies will enable.

Note: Until the merger closes, customers should continue to order services, request service and pay their bills as they always have. After the merger closes, customers will not be required to take any action, unless they want to add or change their services. Frequently asked customer questions are posted, and will continue to be updated, at www.sbc.com/newsroom.