



# GOING BEYOND THE CALL.®

A Reputation of Leadership, Philanthropy and Service

"SBC Communications maintains a strong commitment to the people we serve. Our guiding principle is to go beyond the call to meet the needs of our customers and communities. We listen. We imagine. And we act."

Edward E. Whitacre  
Chairman and CEO, SBC Communications Inc.

“SBC has been open to setting goals for inclusion and then incorporating those goals as strategic business objectives for all corporate diversions — a business practice that should be a mandate among all industries.”

— DiversityInc.com



In 2004, *Fortune*<sup>®</sup> recognized SBC Communications as America's Most Admired Telecommunications Company for the eighth time.



### Once again, *Fortune*<sup>®</sup> has named SBC Communications Inc. as the Most Admired Telecommunications Company in America and in the World for the 2004 list.

This honor is one of the most highly respected registers of corporate performance in the nation and around the globe. SBC Communications was named as America's Most Admired Telecommunications Company five years in a row and eight times in the past nine years. In addition, and for the seventh year in a row, SBC Communications has held the distinction of being the World's Most Admired Telecommunications Company, winning the honor every year since this ranking began. SBC Communications is a Most Admired company because it has high standards, values the people it serves and is committed to long-term results.

### A Commitment to Serving Customers

SBC Communications has served residential and business customers in markets across the country for 125 years, delivering complete, personalized solutions backed by friendly service. As a result, SBC Communications has become one of the world's leading providers of data, voice and high-speed DSL Internet access services.

The company's recent success includes strong growth in DSL and long distance. In the fourth quarter of 2003, SBC Long Distance added a record 2.9 million consumer and business long distance lines, ending the year with 14.4 million — a 136 percent increase from a year ago. In addition, SBC companies added 377,000 DSL lines during the quarter, bringing the total to 3.5 million.

### A Reputation for Diversity

Many organizations recognize SBC Communications for its efforts to develop and implement programs that build a strong culture of opportunity and growth. In the past few years, SBC Communications has received numerous accolades for its commitment to promoting diversity. The company has:

- Recently received recognition from the Annenberg Public Policy Center of the University of Pennsylvania and from Catalyst, a leading research and advisory organization, for its commitment to the advancement of women.
- Created supplier diversity programs that are consistently recognized nationally as a benchmark of excellence.
- Been named as one of *Fortune's* Best Companies for Minorities for the fifth year running, receiving the No. 1 spot in the telecom industry.
- Been recognized as a top company for workforce and supplier diversity by organizations such as DiversityInc., Hispanic Magazine and the Women's Business Enterprise National Council.

In fostering diversity, SBC Communications has created a better business environment — one that makes the company an employer of choice, a preferred business partner and an important contributor to the community.

### In 2003 ...

SBC Communications was once again recognized by the Women's Business Enterprise National Council as one of the Elite Eleven companies supporting women-owned businesses.

## A Caring Community Partner

SBC Communications is a caring, trusted friend in the communities it serves, thanks in large part to the efforts of SBC employees and retirees. In 2003, 200,000 SBC employees and retirees provided service to SBC communities through the SBC Pioneer organization, one of the largest company-sponsored volunteer groups in the country. In the past year alone, SBC Pioneers donated 8 million hours of time and talents to a variety of nonprofit organizations and community activities — equating to more than \$130 million worth of volunteer time toward building stronger neighborhoods.

In addition, the SBC employee-initiated groups are dedicated to community service and donate their time to projects across the SBC regions.

## Outstanding Corporate Citizenship



The SBC Foundation — the company's philanthropic arm — has connected SBC communities for 20 years. Since 1984, SBC Communications and the SBC Foundation have contributed more than \$1 billion to nonprofit organizations across the country. Through the SBC Foundation, SBC Communications helps nonprofit organizations deliver better services to improve the lives of people across the nation.

Last year, the SBC Foundation supported more than 1,100 organizations and programs that enrich and strengthen diverse communities nationwide. SBC Communications has contributed more than \$78 million through corporate, foundation, and employee giving to support programs and initiatives that enhance education and community vitality. These programs emphasize education and technology and benefit underserved populations. SBC Foundation programs help increase access to information technologies, broaden technology training and professional skills development, and effectively integrate new technologies to enhance education and economic development.



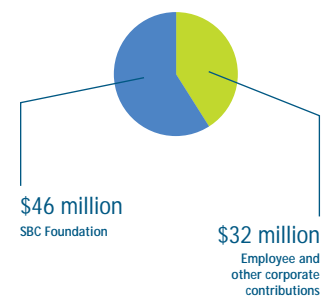
SBC Excelsator, the company's first "signature giving program," provides technology access and resources to enable nonprofit organizations to focus on what they do best — serving community needs.

- Last year, SBC Excelsator helped more than 680 organizations throughout the company's 13-state region to fully integrate technology into their ongoing operations and community outreach.
- Since inception, SBC Excelsator has helped more than 3,000 nonprofit organizations build stronger communities.

## In 2003 ...

*BusinessWeek* magazine's 2003 Special Report on Corporate Philanthropy named SBC Communications among the largest corporate philanthropists in America.

## SBC Total Giving



**"SBC Excelsator has helped our organization improve its day-to-day operations, aiding us in our effort to promote student success. Our ability to use technology to improve the way we train staff and manage information allows us to quickly identify what students need to learn successfully and stay in school."**

— Nancy Reed

Executive Director of Communities in Schools of San Antonio



SBC Communications Inc.

[www.sbc.com](http://www.sbc.com)

Updated Spring 2004