



A COMPREHENSIVE PROGRAM TO HELP
CONSUMERS AND BUSINESSES PREPARE
FOR THE UNEXPECTED AND TO STAY
CONNECTED WHEN IT MATTERS MOST.

SBC Vital Connections

“
For more than 100 years,
SBC companies have earned a
reputation for connecting people
during crisis situations. Our
commitment to serve both our
customers and our communities
remains a priority in
today's uncertain world.”

Edward E. Whitacre Jr.
Chairman and Chief Executive Officer

“More than ever, we live in a world heavily dependent on communications,” said Juliette N. Kayyem, a domestic preparedness expert at the Kennedy School of Government at Harvard University. “It is critical that we have open discussions with family members on how to remain connected in the event of an emergency. These tips provide an important guide for families across the nation.”



SBC Vital Connections

Amid Operation Iraqi Freedom and the continued threat of terrorism, the SBC family of companies launched SBC Vital Connections, a comprehensive communications program incorporating internal and external initiatives to keep consumers and businesses connected when it matters the most.

The emergency readiness communications program provides expert communications tips, guidance and tools for building an emergency communications plan to help families maintain contact during uncertain times. The materials expand upon recent emergency readiness suggestions from the U.S. Department of Homeland Security.

Whether family members are at work or school, at home or geographically separated, the program reminds consumers to be **AWARE: Always Watchful, Alert and Ready in an Emergency**. Bilingual materials in English and Spanish are available at www.sbc.com/vitalconnections and include:

- > TIP SHEET
- > FAMILY PLANNING TEMPLATE
- > ID CARD FOR KIDS
- > EMERGENCY CONTACTS WALLET CARD

CPR Tips for Businesses

Because a business cannot stay in business without its communications network, it must take necessary steps to guard itself against the unexpected. As part of SBC Vital Connections outreach, here are CPR tips for businesses: Communications, Protection, Readiness.

> **COMMUNICATIONS.** Businesses can help ensure voice and data network reliability through redundancy, alternative channels and remote access.

> **PROTECTION.** Data is often a company's most valuable asset. Its confidentiality, integrity and accessibility must be protected from internal and external threats. Security systems, storage area networking and Web hosting can help businesses safeguard their data.

> **READINESS.** Preparedness starts with business continuity planning, ensuring that a company's key systems continue to function during and after a disaster.



CPR

Communications

Protection

Readiness

Supporting Our Troops

More than 450 SBC employees in the reserves and in the National Guard have been called to duty since September 2001. To ensure that these employees receive fair pay and benefits coverage for their families, SBC affiliates provide:

- **DIFFERENTIAL PAY** for up to 24 months
- **MEDICAL, DENTAL AND VISION BENEFITS** for the employee's family while the employee is on active duty

> **THE RESERVE OFFICERS ASSOCIATION**, considered the leading association protecting the rights and benefits of military personnel, has named SBC Communications Inc. to its list of companies that “do the right thing” for reservists.

> **MILITARY WAIVERS.** SBC companies are waiving installation fees for returning military personnel.

> **CALLING ON AMERICA TO SUPPORT U.S. TROOPS AND THEIR FAMILIES.**

In April, the company launched a six-week public service campaign to promote the Veterans of Foreign Wars' (VFW) **Operation Uplink** program, which provides free international calling cards to military personnel stationed overseas. Through Memorial Day, some 27,000 radio and television messages on more than 250 Clear Channel and Belo stations will encourage Americans to send online calling-card contributions and personalized messages to troops through www.sbc.com.

OPERATION UPLINK

To honor its employees called to active duty since September 2001, the company donated \$250,000 to the Veterans of Foreign Wars (VFW) for the organization's Operation Uplink program, which provides free long-distance calling cards to military personnel and hospitalized veterans. Consistent with SBC Vital Connections, Operation Uplink allows military personnel to remain connected with their families during difficult times. The company also donated \$250,000 to the VFW in 2001 for active-duty military personnel serving in Operation Enduring Freedom.

The current contribution will provide 38,500 calling cards to military personnel, including 3,000 to hospitalized veterans. For more information on how you can support the Operation Uplink program, go to www.sbc.com.



The success of Operation Uplink relies on the generosity of partners like SBC Communications and thousands of dedicated VFW members across our country. As more military men and women are deployed for Operation Iraqi Freedom, the SBC gift helps us respond to the needs of service members.

Ray Sisk
Commander-in-Chief
Veterans of Foreign Wars

We are thankful to everyone who is serving our country both at home and overseas, including more than 450 members of the SBC family who have been called to duty. Supporting a program such as Operation Uplink is an important way to express our appreciation for their sacrifice.

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

Maintaining Network Security

The SBC family of companies is committed to maintaining the highest possible level of network security and reliability for its customers.

> SBC companies observe stringent security measures at key central offices, network operations centers, Internet data centers and core IT data centers.

> SBC employees observe extensive global policies, standards and procedures — covering both security technology, and employee and contractor conduct — to protect the integrity of the company's information.