

AT&T:

Our Heritage of Serving Asian-American Communities



"At AT&T, diversity and inclusion are essential components of a successful business strategy. By respecting and including different viewpoints, we are better able to serve our customers, employees, business partners and communities."

— Randall Stephenson
Chairman and Chief Executive Officer

About the Company

AT&T's long heritage in serving the Asian-American communities stems from the company's commitment to diversity and inclusion at every level. With its approach to diversity and inclusion, AT&T is working hard to be an employer, business partner and service provider of choice within Asian-American communities.

Striving to Be an Employer of Choice

- Today, AT&T's 50-state workforce is 46 percent female and 38 percent people of color. Asian Americans make up 5 percent of the company's employee base.
- DiversityInc ranked AT&T No. 3 among its 2007 Top 50 Companies for Diversity based on the company's commitment to diversity and inclusion in the workplace and marketplace. AT&T was also named as one of the Top 10 Companies for Recruitment and Retention.
- As seen in *Fortune* magazine, AT&T was named as one of the 2006 Top Companies for Minorities by The Diversity Network for its leadership in workforce and supplier diversity.
- In 2006, the National Action Council for Minorities in Engineering (NACME) recognized AT&T for its work in supporting education and local communities and for more than 30 years of commitment to NACME's scholarship programs and research activities.
- AT&T has several employee resource groups that are open to all employees and reflect the diversity within the company. APCA (Asian Pacific Islanders for Professional and Community Advancement), FACES (Filipino-American Communications Employees of AT&T), and OASIS (Organization of Asian Indians at AT&T) support the company's commitment to inclusion through their efforts in the workplace, the marketplace and the community.

Economic Development

- Supplier diversity is a critical initiative of AT&T's business strategy and a key component of the company's plan to deliver the best products and services to its customers. With its 39-year legacy in supplier diversity, AT&T is known as a pioneer and a national leader in developing and implementing supplier diversity best practices.
- In 2006, AT&T spent \$5.15 billion with diverse suppliers, representing 13 percent of its procurement base. This amount includes spending \$3.3 billion with minority-owned firms alone.
- In 2006, AT&T ranked No. 1 among DiversityBusiness.com's Top Organizations for Multicultural Business Opportunities. Voting business owners have included AT&T in this list for seven consecutive years based on the consistency and quality of business opportunities granted to minority- and women-owned companies.

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- AT&T is a member of the Billion Dollar Roundtable, a supplier diversity think tank of corporations that spend more than \$1 billion annually with diverse companies. Only 12 companies qualify at this level.

Community Investment

- AT&T is committed to supporting organizations that strengthen Asian-American communities, including the Asian American Justice Center, the Asian and Pacific Islander Wellness Center, Asian Business Associations, Asian Pacific American Institute for Congressional Studies, Asian Pacific American Legal Center, Asian Women in Business, Committee of 100, Economic Business Development and the Organization of Chinese Americans.
- In 2006, AT&T provided more than \$3.6 million to more than 900 community organizations serving a range of Asian and Asian-American communities. Grants and corporate contributions supported projects that included technology center upgrades, language-lab facilities and after-school programs.
- Since 2000, AT&T and the AT&T Foundation have awarded more than \$289 million to programs and initiatives that enhance education, that support community vitality, and that help meet the critical needs of underserved and diverse communities.
- In 2006, AT&T and the AT&T Foundation contributed more than \$36 million and supported nearly 1,200 organizations and programs that enrich and strengthen diverse communities nationwide.

Outreach to Asian-American Consumers

- AT&T's 22-state footprint covers 2.3 million Asian-American households in the United States, reaching 67 percent of the Asian population in America.
- In 2005, AT&T launched *att.com/world*, a Web site offering self-service capabilities in the top five most common Asian languages spoken in the United States: Chinese, Vietnamese, Korean, Tagalog and Japanese. The site has received more than 13 million hits since its launch.
- AT&T invests in programs that help educate adults and children about the benefits of a high-speed Internet connection to help increase digital inclusion and to empower the Asian American community with online tools to be successful and competitive.
- The company has created media outreach campaigns in Asian languages to announce strategic corporate developments as well as new products and services.
- AT&T products and services include culturally relevant offers, such as Asian-language programming through the company's entertainment strategy, and long distance calling plans with competitive international rates.