

AT&T: Our Heritage of Serving Hispanic 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 of serving Hispanic and Latino 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 for the Hispanic and Latino community.

Striving to Be an Employer of Choice

- Today, AT&T's 50-state workforce is 46 percent female and 38 percent people of color. Hispanics/Latinos make up 11 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.
- *Hispanic Business* magazine has recognized AT&T as one of the top corporations for Hispanics every year since 1989.
- 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.
- AT&T has been named as one of the 50 Best Companies for Latinas to Work by *LATINA Style* magazine every year since 1998.
- In 2006, the National Action Council for Minorities in Engineering (NACME) recognized the company 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. HACEMOS, the Hispanic Association of Communications Employees of AT&T, supports the company's commitment to inclusion through its 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.

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- 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.
- 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 and projects that strengthen the Hispanic community. In 2006, the company contributed nearly \$10 million to organizations, including the Hispanic Association of Colleges and Universities, Hispanic Leadership Development Foundation, The Latino Institute, Inc., Project Amiga, International Hispanic Cultural Institute, Mexican Fine Arts Center Museum and the National Latina Business Women Association.
- In 2006, the League of United Latin American Citizens (LULAC) received a \$1.5 million grant to develop 32 new community technology centers in low-income Hispanic communities and to provide ongoing support for 23 other centers initially funded by a \$1 million grant from AT&T in 2004.
- In 2005, the United States Hispanic Chamber of Commerce Foundation received a \$500,000 AT&T grant to support the creation of 20 Casa Cyber Community Technology Centers — community-based small business incubation centers operated in conjunction with local Hispanic chambers of commerce.
- AT&T is a strong supporter of Hispanic culture and heritage and has provided grants to institutions such as the Latino Cultural Center and the Smithsonian's Museo Alameda.
- HACEMOS, AT&T's Hispanic-focused employee resource group, is committed to serving the community through initiatives such as the HACEMOS High Tech Day, a yearly event that motivates Hispanic students to pursue careers in technology and telecommunications.
- Since 2000, AT&T and the AT&T Foundation have distributed 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 Hispanic Consumers

- AT&T offers service in 22 states around the nation, including the most densely populated Hispanic states: California, Texas, Florida and Illinois.
- AT&T takes a leading consumer advocate role by distributing information in Spanish to developing programs and initiatives that help customers understand and protect themselves against fraud, scams and deceptive marketing.

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- 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 Hispanic community with online tools to be successful and competitive.
- The Spanish-language Web site, *www.LaNuevaATT.com*, was created for Hispanic consumers with relevant product and company information. The site has received more than 46 million hits since launching in 2003.
- AT&T has converted 600 of its wireless stores nationwide to a bilingual concept.
- For more than 25 years, AT&T and its brands have offered Spanish-language customer service through its network of 22 call centers.
- AT&T products and services include culturally relevant offers, such as Spanish-language programming through the company's entertainment strategy, ringtones and content for cell phones, and Spanish online content through AT&T Yahoo!® and long distance calling plans with competitive international rates.
- The company has created media outreach campaigns in Spanish to announce strategic corporate developments, new products and services and community initiatives.
- AT&T translates all key corporate and consumer announcements into Spanish and distributes them to the Hispanic media. The announcements can also be found under the News section of the AT&T Spanish Web site.