



# Ralph de la Vega

President and Chief Executive Officer  
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UBS 37th Annual Global Media and  
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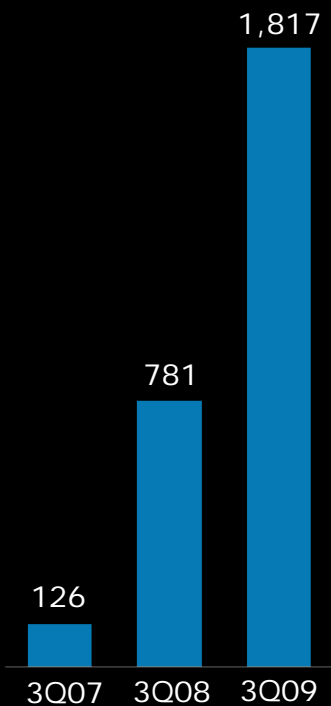
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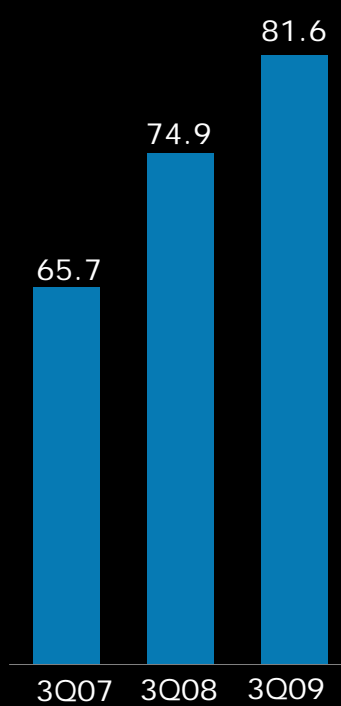
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# Strong Growth Record in Wireless, AT&T U-verse TV

AT&T U-verse  
TV Subscribers  
In thousands



AT&T Wireless  
Subscribers  
In millions



## AT&T 3Q09 results versus major U.S. wireless providers:

- #1 in gross subscriber additions
- #1 in total subscriber additions
- #1 postpaid subscriber additions
- #1 in smartphones
- #1 in total wireless revenue growth
- #1 wireless data revenue growth
- #1 in total churn
- #1 in YOY churn improvement
- #1 in postpaid ARPU
- #1 in postpaid ARPU growth

# Strong Record of Network Investment, Delivering Results

## 2009 Initiatives

850 MHz overlay for 3G  
nearing completion

Adding ~2,000 cell sites to  
further expand 3G footprint

Adding ~100,000 new  
circuits to strengthen  
backhaul

Doubling number of fiber-  
served cell sites

Beefing up backhaul with  
Ethernet connectivity




## Solid Traction, Clear Results

Nation's fastest 3G network

98.68% nationwide voice call  
retainability – within 0.2 percent of  
industry leader

Composite Quality Index up  
>25% over the past year

 **Significant opportunities ahead** as we transform AT&T's wireless and consumer services

**#1** Best Technology Path To Capture Data Growth

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**#2** Emerging Devices

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**#3** Wireless Margin Expansion

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**#4** AT&T U-verse Growth

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**#5** One AT&T

# Opportunity #1: Best Technology Path To Capture Data Growth

*HSPA 7.2 provides significant speed upgrade in the near term, best path to LTE*



United States' **fastest 3G network** is getting even faster



HSPA 7.2 is **ready now, deployment under way**



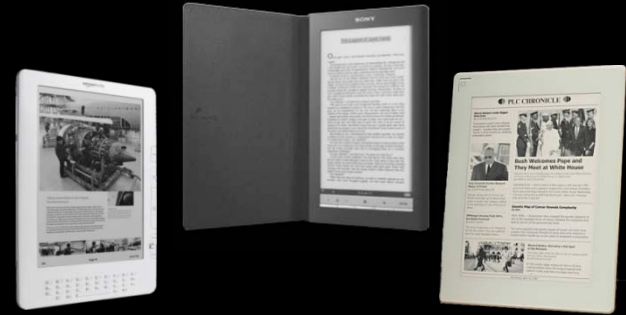
- Doubles theoretical peak speeds
- Plan to launch in six markets by year end, 25 of 30 top markets by 2Q10
- More than a dozen HSPA 7.2-compatible devices available now including iPhone 3GS, more to come

# Opportunity #2: Emerging Devices

*Positioned for leadership in the next wave of wireless growth*

## eReaders

- Kindle from Amazon.com
- Sony Daily Edition
- Plastic Logic QUE™
- Barnes and Noble nook
- COOL-ER 3G eReader



## Personal Navigation Devices

- TomTom XL 340S LIVE
- Garmin Nuvi 1690



## Netbooks

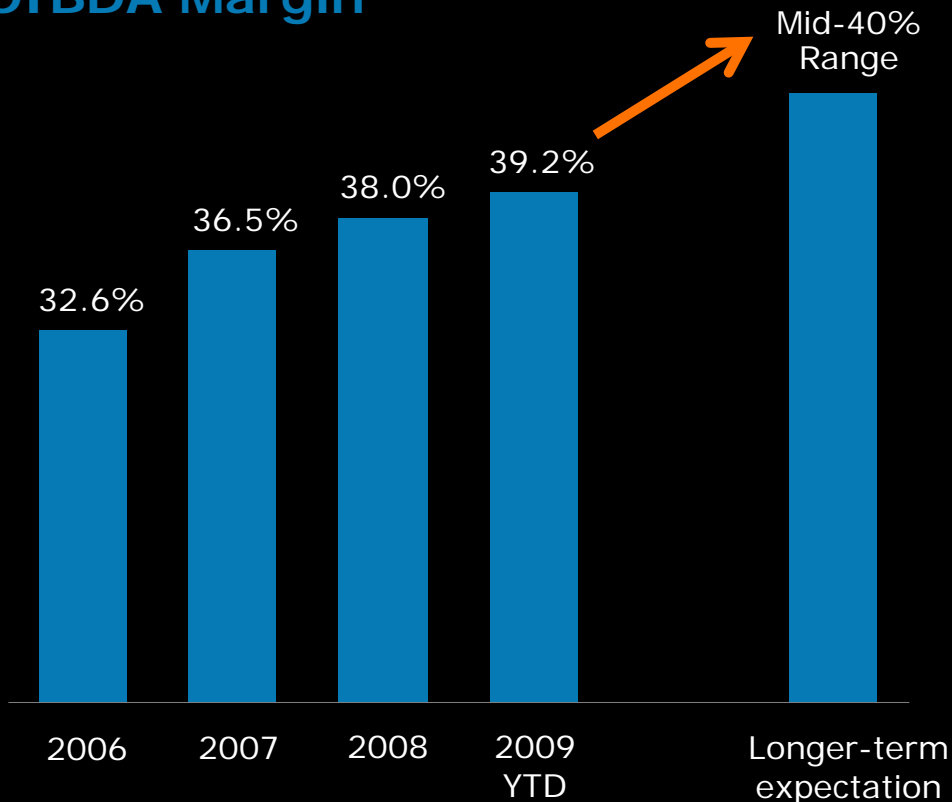
- Nokia
- Acer
- Samsung
- HP



# Opportunity #3: Wireless Margin Expansion

*Trends reinforce confidence in longer-term wireless service OIBDA margin target in mid-40% range*

## AT&T Mobility Service OIBDA Margin



- High-quality subscriber base
- Continuing operational improvements in network and support functions
- Strong revenue growth: >\$50B annualized revenues, up 9.0% YTD

# Opportunity #4: AT&T U-verse Growth

*Beyond great TV, AT&T U-verse has come into its own as a powerful platform for integrated IP services*



## AT&T U-verse TV ranked

“Highest in Residential Television Service Satisfaction in the South and West Regions Two Years in a Row” by J.D. Power and Associates



- >75% of U-verse subscribers have a triple- or quad-play
- U-verse TV penetration above 12% companywide and above 20% overall in areas marketed to for 24+ months
- Operational metrics continue to improve
- Attractive new features include Multiview, remote DVR programming, personalized U-bar
- Today, launching new 24 Mbps Internet access service in initial three markets

# Opportunity #5: One AT&T

*Integrated solutions with mobility at the center,  
seamless experience for customers*



- Applications portability across devices
- Integrated/converged services
- Integrated customer experience
- Combined care
- Systems integration

# What Sets AT&T Apart?

- **Strong growth record:** wireless, U-verse and IP-based services
- **Cost Discipline:** focus on continuous improvement
- **Financial Strength:** sound balance sheet, strong cash flow
- **Substantial Opportunity:**
  - Best technology path to capture data growth
  - Leadership in integrated and emerging devices
  - Significant upside potential in wireless margins
  - Solid U-verse growth momentum
  - One AT&T: improved customer experience, more efficient operations



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