



at&t

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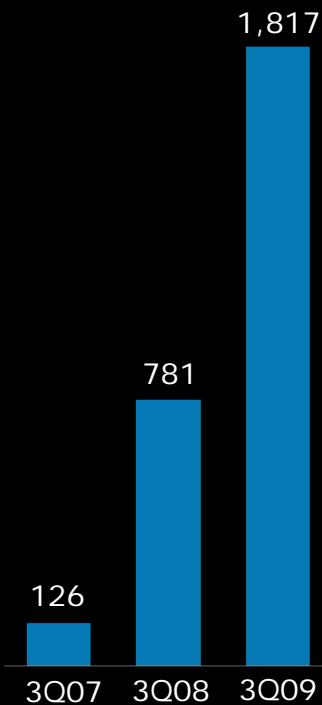
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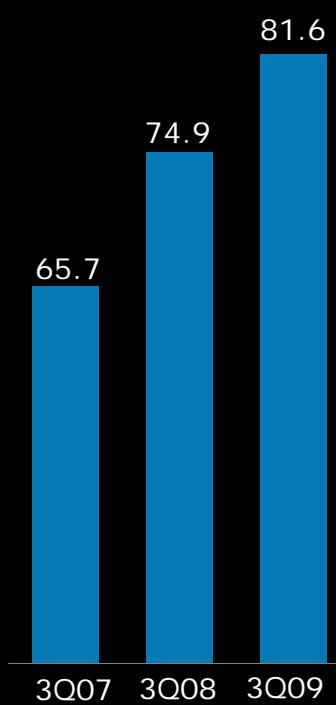
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Strong Growth Record in Wireless, AT&T U-verse TV

**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

#2 Emerging Devices

#3 Wireless Margin Expansion

#4 AT&T U-verse Growth

#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

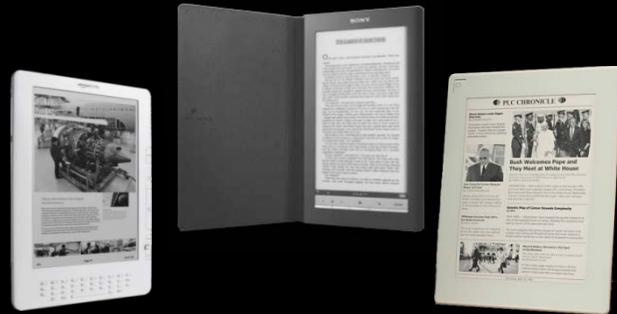


Opportunity #2: Emerging Devices

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

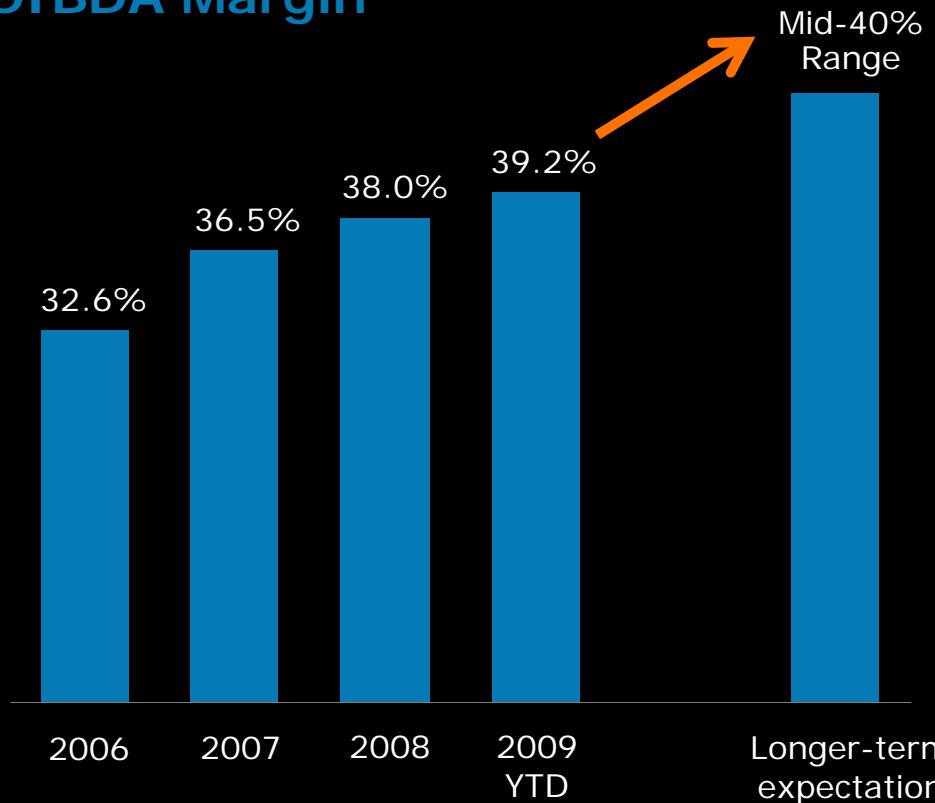
- Nokia
- Samsung
- Acer
- HP



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

AT&T U-verse received the highest numerical score among television service providers in the South and West in the proprietary J.D. Power and Associates 2008-2009 Residential Television Service Satisfaction StudiesSM. 2009 study based on 28,118 total responses from measuring providers in the South (13) and West (10) regions and measures consumer satisfaction with television service. Proprietary study results are based on experiences and perceptions of consumers surveyed in January, March and June 2009. Your experiences may vary. Visit jdpower.com.

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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