

AT&T:

Our Heritage to Serving Asian American Communities



"At AT&T, diversity and inclusion are essential components of a successful business strategy. We have a rich heritage of diversity that has given our company a competitive edge. By respecting and including different viewpoints, we are better able to serve our customers, employees, business partners and communities."

Edward E. Whitacre Jr.

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 at every level. The company's leadership and approach to diversity has made it an employer, business partner and service provider of choice for the Asian community.

Employer of Choice

- Today, AT&T's 50-state workforce is 46 percent female and 38 percent people of color. Asian Americans make up five percent of the company's employee base.
- *DiversityInc* ranked AT&T third 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 one of the 2006 Top Companies for Minorities by The Diversity Network for its leadership in workforce and supplier diversity.
- The National Action Council for Minorities in Engineering (NACME) recently 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. 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 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.



- AT&T is a member of the Billion Dollar Roundtable, a supplier diversity think tank of corporations that spends more than \$1 billion annually with diverse companies. Only 12 companies qualify at this level.
- In June 2006, AT&T announced that it will increase its spending with minority-, women- and disabled veteran-owned businesses by \$250 million in the coming year.

Community Impact

- AT&T has provided more than \$3.3 million to more than 820 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 distributed more than \$289 million to programs and initiatives that enhance education, support community vitality and 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.
- AT&T is committed to supporting organizations that strengthen the Asian American community and in 2006 contributed nearly \$1 million to organizations, including: 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.

Outreach to Asian American Consumers

- The new AT&T's 22 state footprint covers 2.3 million Asian households in the United States, reaching 67% 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.
- AT&T currently conducts business in more than 170 languages and markets products and services to Asian consumers through in-language TV, radio, print and online advertisements, as well as direct response TV, direct mail and catalogs.