



att.com: Leading the Industry in Traffic and Online Sales

Whether researching, buying, troubleshooting or simply managing an account, providing our millions of customers with convenient access to our complete portfolio of wireless, broadband, video and voice services — and the best possible experience — is our top priority. Our Web site, www.att.com, allows us to do just that 24/7 and 365 days a year.

A popular online destination leading the telecommunications industry in unique visitors and online sales activities according to third party research, AT&T's Web site features include:

- **eBilling.** With eBilling, customers can conveniently look up account information or pay bills online at any time, day or night, in just a few mouse clicks. Today, millions of AT&T customers access an eBill and take advantage of the ability to combine their wireless and wired bills.
- **myWireless.** This account management tool, available at www.att.com/mywireless, allows AT&T Mobility customers to view and pay bills, track voice and data usage and upgrade or add features. iPhone users can download the myWireless application directly to their phones for free. Millions have done so to date.
- **My MEDIA Net.** Customers interested in personalizing the home page of their wireless device with more of the content they want, such as local news, stock quotes, or weather forecasts, can do so easily directly on their wireless devices or online at <http://www.att.com/mymedianet>.
- **Researching.** Our Online Experience StoreSM, www.att.com/onlineexperience, allows customers to experience and purchase AT&T products and services online via a digital storefront. The site features a 3-D shopping model, rich interactive demonstrations and tutorials in five categories of wireless products, including: phones and devices; music; video and Web; messaging; and e-mail and productivity.
- **Bundling.** When new AT&T voice customers begin building a bundle, our knowledge-based application offers better control by providing straightforward options, choices and pricing throughout the ordering process. In addition, "Learn More" pop-up windows are available so customers can easily cross-reference service information, and those who are unsure of what they want can ask AT&T to recommend services based on lifestyle and usage preferences.
- **Click-to-Chat.** Customers who have questions about a variety of AT&T services can use this tool to chat live with an AT&T service representative via any online connection. The tool will proactively engage customers who appear to need assistance during a shopping session.

- **Customer Forums.** AT&T's Wireless User Forums, the first and largest in the wireless industry, allow millions of monthly unique visitors to seek advice from AT&T or other customers about wireless service and devices.
- **Customer Reviews.** Those interested in buying wireless devices can read reviews posted by AT&T's customers or check out 360-degree demos to get a better feel of a device's look, function and features.
- **eRepair.** After logging in to their account, customers can report problems or request repairs using features available at <http://repair.att.com>. The tool will prompt customers to enter a phone number and give the option to troubleshoot a problem or, if needed, schedule an appointment with an AT&T technician.
- **AT&T Smart Limits.** In addition to researching, ordering and repairing services, customers can also access parental control features across AT&T's portfolio of services. The controls allow users to easily and conveniently set limits on children's phones, control content or block channels as needed.