



Conectando con la comunidad • Connecting with the community Conexiones

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Dear Reader,

In a relatively young and fast-changing industry like wireless, some of the most effective lawyers are those who know how to instigate change and are not timid about overcoming barriers. So it's not surprising that minority attorneys have played a prominent role in the rise to industry leadership of Cingular Wireless.

As General Counsel for Cingular, I am in charge of an internal legal team that reflects the complicated tapestry of our markets. Our legal staff resembles a medium-size law firm both in size and capability. We practice in a broad range of areas, utilizing expertise extending from general complex litigation to commercial law, to intellectual property to highly specialized areas related to FCC regulations.

Female attorneys represent more than 40 percent of our legal staff, including my second-in-command, Carol Tacker. Hispanics, African Americans, Native Americans and Asians also are well represented. Not only do they bring superb skill and training, their perspectives and backgrounds increase the value of the work we do in support of every facet of Cingular's business.

At Cingular, we expect our business partners to share our commitment to diversity. Given the amount and complexity of our legal work, we regularly engage outside law firms. To qualify for consideration, a firm must offer excellent professional credentials and demonstrate that diversity is one of its strongly held values.

Since I started practicing law more than a quarter-century ago, the legal field has exploded with diverse talent. America has grown stronger because persons of many backgrounds and communities are making their mark in this profession. Cingular is a more capable company because our team of lawyers reflects the full and rich diversity of American society.

Joaquin Carbonell

Joaquin R. Carbonell
Executive Vice President & General Counsel

Cingular Wireless invests in Hispanic youth

Community college students benefit from new scholarship/internship program

With memories of how a community college education helped him reach his goals, Cingular Wireless Chief Operating Officer Ralph de la Vega has spearheaded a company program designed to expand educational opportunities for outstanding Hispanic community college students.

The program provides scholarships for Hispanic students and an offer to apply for a paid internship at Cingular Wireless as a way to earn income while they advance their professional skills. Program interns will work at Cingular stores for three months, gaining experience in retail sales, retail operations, sales marketing and special promotions.

"We know that many Hispanic students need to work while they attend school, just as I did," said de la Vega. "We want to offer our scholars the financial support of our scholarships as well as the opportunity to gain experience in a professional environment while earning some income."

This year, \$100,000 has been awarded in Cingular scholarships through the Hispanic Scholarship Fund (HSF), with the primary focus being students attending community colleges.

"Cingular's community college scholarship program, together with the option of an internship,



Photo courtesy of Hispanic Scholarship Fund.

adds an important element to bridging the gap in our education pipeline and further demonstrates Cingular's commitment to supporting the Hispanic community and our nation's future workforce," said Sara Martinez-Tucker, president of HSF.

The program is proving to be a win-win for students and Cingular, de La Vega said. Not only do Hispanic students get money to attend school, they also have the opportunity to gain professional experience and supplement their incomes. In turn, Cingular has more Hispanics in its workplace.

Cingular partners with *Padres Contra El Cáncer*

Cingular Wireless joined some of the hottest Hispanic stars in Hollywood to show its support for *Padres Contra el Cáncer*, a non-profit organization committed to improving the quality of life for Latino children with cancer and their families.

Padres Contra el Cáncer's annual fundraiser was held at Universal Studios on the set of the ABC hit "Desperate Housewives," where Cingular Wireless was a proud gold table sponsor.

The evening sparkled with celebrities such as *Padres Contra el Cáncer* national spokesperson and "Desperate Housewives" co-star Eva Longoria, "West Wing" and "L.A. Law" star Jimmy Smits and champion



*Actress and *Padres Contra El Cáncer* spokesperson, Eva Longoria, reads to young patients.*

cyclist Lance Armstrong. Joining the stars were more than 700 guests who gathered for a very special evening dedicated to individuals who have made an impact on the global cancer community.

Between the dinner, a silent auction and an actual date with Longoria, *Padres Contra el Cáncer* raised hundreds of thousands of dollars so it can continue its outstanding work.

Cingular sponsors L.A.'s "El Grito" celebration



(L-R): Cingular's Public Relations Director, Los Angeles, Art Navarro and Mauro Martinez, director of diversity sales, Los Angeles, receive recognition for the company's sponsorship of "El Grito."

Cingular Wireless joined Los Angeles' Latino community on Sept. 15 to celebrate Mexico's independence with the historic re-enactment of *El Grito de Dolores* — Mexico's call for independence — from the steps of Los Angeles City Hall.

Los Angeles Mexican Consul General, Ambassador Rubén Beltrán, re-enacted the historic call for independence and was joined by L.A. Mayor Antonio Villaraigosa.

"We are pleased to be part of this historic ceremony that celebrates the cultural heritage of many Angelenos," said Kelly King, vice president and general manager for Cingular Wireless in greater Los Angeles.



(L-R): Adaliz Vicens, diversity marketing manager; soccer superstar Ronaldinho; and Adrian Adriano, director of marketing, Arizona/New Mexico region.

Cingular sponsors U.S. tour of FC Barcelona

Cingular's recent tour of legendary soccer team Fútbol Club Barcelona succeeded in exposing more than 240,000 fans to Cingular products and services, all targeting the Hispanic market.

Outside each game, fans toured an interactive area where they could play text-messaging games, make complimentary international calls, take photos, enter raffles and sign up for Cingular service.

"All over the country, Cingular continues to support many events like this, which are important to the Hispanic community," said Adrian Adriano, Hispanic marketing manager. "We're proving to existing and potential customers that Cingular is the wireless company that Hispanics prefer."

The Cingular Barcelona Soccer Tour took place over the summer and stopped in Los Angeles, Houston, and New York City. Star players dropped by Cingular Wireless stores in each city and were greeted by hundreds of fans who had waited hours to meet them.

"One of the best parts of the tour was that we were able to integrate our products and services at all times" said, Marketing Manager Adaliz Vicens, who added that matches and events in all three cities met the tour's goals in several ways. "We used Quickreach to choose the MVPs, let fans sample international calling services and even tested the quality of those calls."



(L-R): Cingular's Rudy Hermond, Sandy Mason, Susan Boothe and David Crosson join Florida Governor Jeb Bush (second from left) at the Fifth Annual Teen Trendsetters™ Reading Mentors Summit.

Governor Bush joins Cingular in recognizing teen mentors

Cingular Wireless has rewarded 250 Florida teens for volunteering their time to mentor younger students. In July, Cingular wireless gave each of the 2006-2007 Teen Trendsetters GoPhones to thank them for the positive difference they are making in the lives of children. Cingular, along with Florida Gov. Jeb Bush, honored the Teen Trendsetters at the Fifth Annual Teen Trendsetters Reading Mentors Summit.

Teen Trendsetters began in 2002 as the result of a partnership between *Florida Trend's NEXT* magazine and the nonprofit Volunteer Florida Foundation, which manages the Florida Mentoring Partnership. The Teen Trendsetters program provides training and support to selected teens who then recruit classmates to help them mentor elementary students in reading.

"We realize the impact education has on a person's quality of life, as well as on our community and society," said Rudy Hermond, vice president and general manager for Cingular's Central, West and North Florida markets. "The young adults participating in the Teen Trendsetters program are more than just mentors to younger students; they are role models, a glimpse of what the future could hold for them."

New York's "Fiesta 2006" welcomes Latino music star Jean

On Oct. 7, Cingular Wireless sponsored Fiesta 2006, an all-day event celebrating *People en Español's* 10th anniversary and saluting Hispanic Heritage month. The event took place in New York's Central Park, where up to 8,000 people enjoyed live performances by Laura Pausini, Obie Bermúdez, Anais and Jean, who also signed autographs at the Cingular booth on-site.

A day before the Central Park fiesta, Jean, who was named one of the "20 hottest Latino bachelors" by *People en Español*, met with fans, signed autographs and posed for photographs at Cingular's store in Manhattan that caters to Hispanic customers. Cingular has more than 20 stores in New York City that offer bilingual sales representatives, as well as advertising and promotional materials in Spanish.



(L-R): Michelle Guasp, diversity marketing manager, New York/New Jersey region; Jean; and Adaliz Vicens, diversity marketing manager.



(L-R): Cingular Wireless' Ralph de la Vega, chief operating officer, born in Cuba; Joaquin Carbonell, executive vice president and general counsel, born in Cuba; and Thaddeus Arroyo, chief technical officer, born in the United States of Mexican heritage.

Three reasons Cingular is tops

Cingular Wireless stands out among *Fortune 500* companies for several reasons, but three in particular are drawing the most attention.

With Ralph de la Vega as chief operating officer, Joaquin Carbonell as executive vice president and general counsel, and Thaddeus Arroyo as chief information officer, Cingular has the distinction of having three Hispanics on its most senior team.

Not surprisingly, the three have played an integral part in helping Cingular focus its efforts on developing its Hispanic Consumer Market. Under their influence, more than 500 Cingular stores have converted to the bilingual concept. Hispanic resources are being dedicated to serve the Hispanic market and four bilingual call centers have been developed.

In addition, Cingular has become an active sponsor of a variety of culturally relevant events and programs from Hispanic scholarships and internships to community fiestas and concerts by major Latino music artists.

Cingular sponsors latin business mixer

Cingular Wireless was the lead sponsor of one of the Latin Business Association's famous Mega-Mixers that attracted more than 300 members and guests in Los Angeles.

The mixer drew stellar reviews and capped an afternoon of LBA business development and networking activities. As sponsor of the Mega-Mixer, Cingular Wireless raffled off cell phones, Blackberrys, tote bags and Dodger tickets. In addition, Cingular arranged for representatives from Motorola, Sony Ericsson, Nokia and Samsung to provide product information and demonstrations.

"We were impressed by the turnout, by the level of interest in Cingular and the overall hospitality of the LBA, its leadership, board, members and supporters. We certainly look forward to a long lasting, mutually beneficial working relationship," said Art Navarro, Cingular public relations director.



“Nuestro Ritmo” event held in observance of Hispanic Heritage Month

Latin music, food and culture were served up in large portions at Tinker Field in Orlando, Fla., in October as the community celebrated Hispanic Heritage Month with a Cingular Wireless-sponsored event called “Nuestro Ritmo.”

The day-long celebration featured performances by numerous Latin musicians, including Milly Quezada, Ismael Miranda, Eddie Santiago and Tony Vega. Miss Universe 2006, Zuleyka Rivera, also made an appearance. More than 10,000 people attended the event.

Sales associates from the Cingular Wireless Sand Lake Corners store in Orlando also participated in the celebration.

“We were really impressed with the event and turnout,” said Pauline Lezama, store manager. “These types of celebrations, where the whole family turns out, provide us with the perfect



opportunity to network and build relationships in the community and showcase our products and services.”

The Cingular Sand Lake Corners location is one of the more than 500 stores nationwide that have been converted to a bilingual format (81 in Florida) to better serve the growing Hispanic population.

Arizona’s “Fiestas Patrias” commemorates Mexican Independence Day



Alma de la Gente’s Fiestas Patrias in Phoenix, Ariz., is a two-day festival commemorating Mexico’s inde-

pendence from Spain. Cingular Wireless was proud to be a Silver Sponsor of this event, Phoenix’s oldest and longest running Fiestas Patrias.

The event provided an opportunity to celebrate the richness of Hispanic history and culture, as well as the contributions Hispanics have made to the American way of life.

Located in the heart of downtown Phoenix, the event featured numerous vendor booths exhibiting arts, crafts, authentic foods, fun, games, nonstop live music, helpful information and many special treats and surprises for the entire family.

The event spanned over three city blocks, making it one of the largest cultural events of its kind in Arizona celebrating the pageantry, sounds and culture of the Hispanic community.



(L-R): Henry Molinet; Ralph de la Vega; Maria Garcia; Deacon Joseph Ruberte; Kevin Lares; and BSA Latino Emphasis Director, Ricardo Martinez.

Boy Scouts honor Cingular’s COO

Cingular Wireless Chief Operating Officer Ralph de la Vega has been recognized by the Atlanta Area Council Volunteer Service Center for his role as chairman of the Latino Emphasis Initiative of the Atlanta Area Council of the Boy Scouts of America.

The Volunteer Service Center helps key volunteer leadership and community resources to promote and enrich the Scouting program for thousands of young members in its 13-county service area, which covers Carroll, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett, Haralson, Newton, Paulding, Pickens and Rockdale.

Select HBO Latino video content now available on Cingular’s 3G phones

Programs include *El Perro y El Gato*, *Habla Más*, and *Generación Boxeo*

Select original programs from HBO Latino are now available on cellular phones through Cingular Wireless. The programs are part of a package of mobile content being offered on the HBO Mobile subscription service on Cingular Video, currently available in 3G markets for customers equipped with 3G handsets.

“We are very familiar with the tastes and preferences of the Hispanic market and we’re constantly introducing products and services that will allow our customers to stay connected with the key components of their lifestyle using their Cingular Wireless phones,” said Roberto Garcia, executive director of Hispanic Marketing. “We know that HBO Latino programming is important to our segment, so we decided to bring it to their cellular handsets so that they can enjoy it anytime, anywhere.”

The HBO Latino category on HBO Mobile includes: the animated series *El Perro y El Gato*, which teaches English and Spanish vocabulary to kids in a fun and engaging way; *Habla Más*, the latest from the Habla series, which features anecdotes and real life accounts of what it means to be Latino in the U.S., with dialogue in Spanish, English and Spanglish; and the Spanish-language boxing series, *Generación Boxeo*, which features fight commentaries and interviews with up-and-coming Latino boxers.

In addition, *La Traductora*, a new series original to HBO Mobile, joins the HBO Latino programs on Cingular Wireless. The English and Spanish-language vignettes follow the humorous daily experiences of Carmen and her young daughter Maribel, who, like many children of immigrants, serves as her mother’s translator.

“HBO Mobile on Cingular’s 3G phones makes it easy to introduce these great programs to a new audience as well as allows fans of the shows to watch episodes or replay their favorite segments,” said Lucinda Martinez Desir, vice president, market development at HBO. “These programs carry a U.S. Latino sensibility, so they’re appealing to today’s multigenerational and bilingual households.”

HBO

Latino

Cingular joins South Florida Hispanic Chamber in celebrating anniversary

As a long-time supporter of the Hispanic community, Cingular Wireless sponsored the South Florida Hispanic Chamber of Commerce's 12th anniversary luncheon.

The event, held Sept. 29 at the Hyatt Regency in Coral Gables, featured guest speaker Dr. Donna Shalala, president of the University of Miami and former U.S. Secretary of Health and Human Services under President Clinton.

"Our involvement with the South Florida Hispanic Chamber of Commerce is just one of many ways Cingular supports the Hispanic community," said Maurice Contreras, director of marketing for Cingular's South Florida market. "Many of the chamber members are Cingular customers and we value their business and loyalty."

Cingular used the opportunity to recognize four South Florida community college students who recently received a Cingular Wireless scholarship through the Hispanic Scholarship Fund and an opportunity to apply for a paid internship with Cingular Wireless as a way to advance their academic and professional development.

Cingular also announced the launch of its super-fast 3G wireless service in South Florida and showcased cool 3G products such as the LG CU500 and Samsung ZX-20 which, among other things, allow customers to watch video clips and live TV while on the go.



(L-R): Vince Lopez, corporate & external affairs, BellSouth; John Bart, retail director, South Florida Cingular; and Maurice Contreras, marketing director, South Florida Cingular.



This year's Annual Conference of the National Council of La Raza (NCLR) featured a host of activities for the Los Angeles-area, including the 2006 Latino Expo USA, Spanish-language workshops, and health and homeownership fairs. The Cingular team included: (top l-r) Alex Guerrero, Felipe Orendain, Karla Mafud, Carlos Rosales, Arthur Lopez, Perla Fierro, Angela Vega and Juan Rivera; (bottom l-r): George Zavala and Jared Ramos.

Cingular sponsors NCLR national conference

Cingular Wireless' Diversity Office was a corporate sponsor at the recent annual convention of the National Council of La Raza (NCLR) in Los Angeles.

Bob Reed, vice president of diversity and inclusion, was a panelist on a session titled

"Diversity Defined - The Race for Talent." The panel discussed corporate diversity initiatives that can benefit minority workers and change corporate America. The panel also covered ways Latino professionals can leverage diversity initiatives to further their own careers.

American Red Cross and Cingular aid Hispanic community in preparing for emergencies

Cingular Wireless teamed up with the American Red Cross of Central Florida to help educate the local Hispanic community on emergency preparedness. The initiative, called *Misión Posible - Una Comunidad Preparada* or "Mission Possible - A Community Prepared," was one of several ways Cingular observed Hispanic Heritage Month.

The goal of the *Misión Posible* program is to increase the Hispanic community's emergency preparedness through education, training and volunteerism. During a four-hour event Sept. 23 at the University of Central Florida's downtown Orlando campus, more than 50 Hispanics learned the five steps of the American Red Cross' "Together We Prepare" campaign: make a plan, build a kit, get trained, volunteer and give blood.

"Cingular takes very seriously its role in educating our employees, customers and the

public on emergency preparedness and demonstrating the importance of wireless communication during disasters," said Susan Boothe, Cingular marketing manager. "The *Misión Posible* initiative is the perfect way for us to expand on our efforts into the Hispanic community."



American Red Cross

of Central Florida

Cingular's Hispanic employee networking group helps community, raises company profile



Executive participants of the Atlanta CHAP town hall meeting "Leadership in a Dynamic Environment" included Joe Villarreal, executive director-Finance (second from right); Glenn Lurie, president, National Distribution (third from

right); Ralph de la Vega, chief operating officer, (fifth from right); Bob Reed, vice president-Diversity (back center); and Roberto Garcia, executive director-Hispanic Marketing (far left).

Cingular Wireless' employee group Community of Hispanic/Latino American Professionals (CHAP), provides members with an environment where networking, education and professional development and community events are available to them. The group strives to help members with career growth, leadership skills and development opportunities. CHAP members also strive to be role models to Hispanic/Latino youth and promote education and leadership skills for their future.

CHAP has active chapters in Georgia and Texas, with more than 70 members.

Today, CHAP leverages its community involvement in areas where Cingular has a presence in order to promote Cingular products and services and at the same time get new volunteers. In areas where Cingular does not have a presence, CHAP members work to hard to increase Cingular's reputation and business.

Reggaeton star Tego Calderón greets fans at Cingular Kissimmee store



(Back row L-R): Alvin James, Christopher Davidson, Mynor Saban, Rudy DeCoito, Rhode Aamoumour, Javier Baltran, Jose Suriel, and Joe Carrafiello. (Middle row L-R): Warren Kenner (light blue shirt), Jared Sanders, Sabrina Vigilant, and Fernando Velez. (Front row/seated L-R): Tanisha Sicardo, Andrea Cruz, and Tego Calderón.

An Oct. 14 appearance by Latin music star Tego Calderón at the Cingular Wireless Kissimmee, Fla., store drew hundreds of fans from around the city, county and state.

"We were overwhelmed by the turnout," said Rudy DeCoito, store manager for the Cingular Kissimmee store. "Tego was very generous with everyone, autographing CDs and photos and posing with fans for pictures. What was really interesting was the number of entire families that came out to see Tego. His appearance really was a win-win for all involved."

Calderón became an overnight sensation with the release of his first

album, "El Abayarde" in 2003. He has since released two more albums, including one in 2006 titled "El Subestimado/Underdog." He is known for his unique style of mixing the rhythmic sounds of salsa, plena, dancehall and hip-hop.

The Kissimmee location is one of the more than 500 stores nationwide that have been converted to a bilingual format (81 in Florida) to better serve the growing Hispanic population. The Calderón appearance, along with other store appearances by Spanish-speaking celebrities including Miguel Cabrera, Lili Estefan, Raúl de Molina and Marlon Fernandez, are helping Cingular grow its Hispanic market segment.

Cingular again named one of the best companies for Latinas

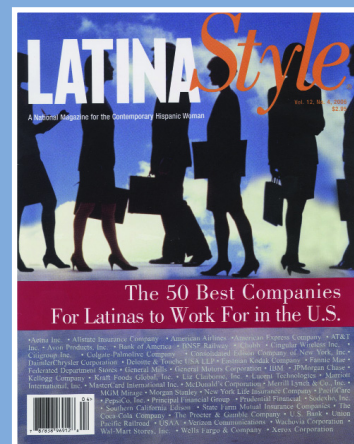
For the third year in a row, Cingular Wireless has been named one of the best companies for Hispanic women by *LATINA Style* magazine.

Now in its ninth year, the *LATINA Style 50* for 2006 Report is the most respected evaluation of corporate America's career development opportunities for Latinas. More than 800 of the most prominent U.S. corporations were included in the extensive search.

"We are honored by *LATINA Style's* recognition of our efforts to create an inclusive environ-

ment and to continue to make Cingular an employer of choice," said Bob Reed, Cingular Wireless' vice president of diversity.

Companies were evaluated on workplace issues that *LATINA Style* readers identified as most important, such as number of Latina executives, mentoring programs, educational opportunities, alternative work policies, dependent/child care support, employee benefits, women's issues, job retraining, affinity groups and Hispanic relations.



Survey says texting helps parents communicate with kids

Sixty-three percent of parents who use text messaging believe that it improves their communication with their children. That's according to a recent Cingular survey conducted by Mediathink.

The survey also found that 65 percent of parents who text message say they communicate more frequently with their children when they are away from home and 64 percent said texting made their kids easier to reach. The survey also indicated that nearly half of parents who use text messaging were taught to do so by their children.

"This survey confirms that text messaging is helping to close the communications gap between parents and kids," said Jim Ryan, vice president of consumer data services for Cingular Wireless. "Wireless messaging has become a very popular way to communicate, as evidenced by the fact that Cingular delivered 8.7 billion text messages and 131 million multi-media messages in the second quarter of 2006 alone."

With the survey results in hand, Cingular has now teamed with clinical psychologist and parenting expert Dr. Ruth Peters to develop "TXT2CONNECT - A Parent's Text Tutorial." The tutorial provides parents with tips from Peters on how to better communicate with their kids via text messaging and to understand popular text messaging lingo.

"Wireless phones and text messaging have become a central force in the way tweens and teens connect with one another," Peters said. "Kids want to communicate — but on their terms. Parents who are in vogue with the text messaging trend can stay in better touch with their kids and connect with them on their level and in a more meaningful way."

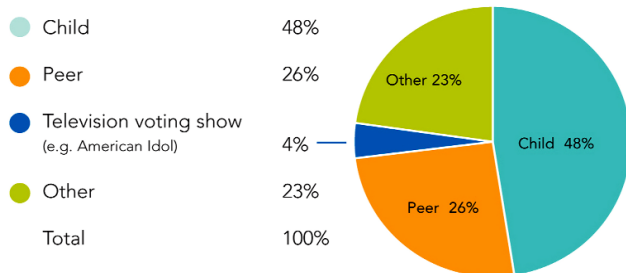
TXT2Connect: Survey Indicates Text Messaging Improves Parent-Child Communication



In what types of situations are you likely to send a text message to your child?

To remind them about curfew	40%
To give them an errand to do	52%
Send them a loving message (just thinking of you, i love you, etc.)	58%
To remind them to be careful	52%
To tell them to come home/phone home	70%
In an emergency situation	48%
Other	16%

Who introduced you to text messaging?



This Cingular-commissioned survey was conducted online by Mediathink during August 2006 and surveyed 1,175 parents. The margin of error for this sample is plus or minus three percentage points.

Cingular Wireless Proprietary and Confidential

Spanish TV stars Lili Estefan and Raúl de Molina visit with fans at Kendall Mall store



Spanish TV stars Lili Estefan (front left) and Raúl de Molina (front right) pose with the staff at the Cingular Wireless Kendall Mall store.

Known to Spanish-language television fans as "The fat man and the skinny girl," Raúl de Molina and Lili Estefan signed autographs and posed for pictures with dozens of fans at Cingular Wireless' Kendall Mall store in South Florida Sept. 19.

Estefan, referred to as "La Flaca" on the UNIVISION network program, and Molina, who is called "El Gordo," are Cingular customers and spokespersons. Other Spanish-speaking celebrities with whom Cingular

has partnered to reach South Florida's Hispanic community include Miguel Cabrera, Fernando Fiore, Marlon Fernandez, and Marcelino Bernal. All have made Cingular store appearances in South Florida, helping to drive traffic through the door and increase sales.

The Kendall Mall store is one of 500 stores nationwide that have been converted to a bilingual format (81 in Florida) to better serve the growing Hispanic population.

***A buen entendedor,
pocas palabras.***



**To one who understands,
few words are necessary.**

DICHOS: Sayings to help you make it through the day!

¡CALENDARIO!

November

National American Indian Heritage Month
Month-long celebration of American Indian culture and heritage
November 1-30, 2006

National Hispanic Business Association
Annual Leadership Conference
November 2-5, 2006 • Los Angeles, CA
www.nhba.org

Hispanic Women's Network of Texas (HWNT)
20th Anniversary Celebration
November 3-5, 2006 • Corpus Christi, TX
www.hwnt.org

Julio Cesar Chavez Foundation Gala Dinner
Premiere Gala Dinner for the
Julio Cesar Chavez Foundation
Las Vegas, NV • November 4, 2006
(702) 581-8159

Hispanic Safety + Health Congress (HSC)
2006 National Safety Council Congress & Expo
San Diego, CA • November 6-7, 2006
www.congress.nsc.org/espanol

Hispanic Business Magazine
16th Annual EOY Awards
Los Angeles, CA • November 9, 2006
www.hispanicbusiness.com

Mexican American Legal Defense and Educational Fund (MALDEF)
32nd Annual Los Angeles Dinner
Los Angeles, CA • November 9, 2006
www.maldef.org

National Association of Hispanic Federal Executives (NAHFE)
2006 National Convention & Executive Training Conference
Baltimore, MD • November 15-17, 2006
www.nahfe.org

Revolution Anniversary
Celebrates the Mexican Revolution of 1910
November 20, 2006

December

International Association of Hispanic Meeting Professionals (IAHMP)
11th Anniversary Educational Conference and Tradeshow
Atlanta, GA • December 7-10, 2006
www.hispanicmeetingprofessionals.com

Christmas
December 25, 2006

Cingular strengthens Hispanic team



(L-R): Adrian Adriano, director of marketing, Arizona/New Mexico region; Michelle Guasp, diversity marketing manager, New York/New Jersey region; and Jesus Olaguez Jr., retail sales manager, Fresno, Calif., market.

With three new appointments, Cingular Wireless continues to show its commitment to expanding its reach within the Hispanic market.

Adriano in Arizona/New Mexico

Adriano Adriano has been added to Cingular's executive management team as director of marketing for the Arizona/New Mexico region. He will direct Cingular's overall efforts to increase its market share among residents in the region.

"The type of population growth and increasing diversity we are experiencing in the Southwest requires executives who are adept at marketing to a wide range of existing and potential Cingular customers," said Jeff McElfresh, vice president and general manager of Cingular's Arizona/New Mexico region. "Adding Adrian to our management team will ensure Cingular's growth in our region because of his expertise in how to effectively market Cingular products and services to diverse customer segments."

Adriano brings more than 16 years of sales management and marketing experience to the position and has been with Cingular/BellSouth since 1997.

"I am honored to have been entrusted with such responsibility, especially in such a high-growth region," Adriano said. "Cingular has provided me with a number of increasingly challenging positions throughout my career. My plan is to continue my commitment to collective efforts and mutual cooperation, dedication to Cingular's mission and above all, great service to all of the region's residents."

Guasp in New York/New Jersey

Michelle Guasp, diversity marketing manager for New York/New Jersey, is responsible for creating and executing a cohesive marketing strategy that demonstrates Cingular's leadership in diversity in metropolitan New York and northern New Jersey. In her role, Guasp works closely with diversity agencies, as well as local and national diversity programs to ensure the market is meeting its goals.

With more than 10 years experience, Guasp has a successful track record in strategic marketing, business planning and client relations in

the corporate, retail and agency environment. Prior to her role at Cingular Wireless, Guasp worked at Wakefern Food Corp within the Shoprite supermarket organization. She also worked for more than 10 years at AT&T Corp. and had various managerial positions in the company's New Jersey and Puerto Rico locations.

Guasp serves as the company spokesperson on subjects related to diversity marketing and is the company's primary bilingual spokesperson for Hispanic media in New York and New Jersey.

Olaguez, Jr. in Fresno, California

Jesus Olaguez Jr. has been appointed area retail sales manager for the Fresno, Calif., market. In his new capacity, Olaguez will be responsible for overseeing sales and operations of the area's Cingular stores.

"We are pleased to add Jesus to the Cingular Leadership Team in the Central Valley," said Fred Devereux, vice president and general manager of Cingular's Northern California region. "His experience in the wireless industry, his knowledge of retail sales and operations, along with his community involvement, make him a valuable addition to our team."

Olaguez has been in the wireless telephone industry since 2000, when he began his career with AT&T Wireless in Los Angeles as a communication specialist focusing on wireless voice and data solutions in the company's retail operations.

"I look forward to becoming an integral part of Cingular's Fresno operations," Olaguez said. "I am confident this new position will provide me with the opportunity to grow and learn, as well as challenge me to excel and positively contribute to Cingular, the Fresno community and our customers."

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