



AT&T: Retail Facts Delivered.

Connecting people to their world, everywhere they live and work. That's what AT&T is all about. And, with more than 2,200 company-owned retail stores and additional distribution through alliances with the nation's leading retailers such as Best Buy, Walmart, Costco and RadioShack, AT&T is delivering.

AT&T Retail Stores

- Today, AT&T has more than 16,000 retail locations in the U.S., including company-owned stores and kiosks, authorized dealers and third party retail locations.
- The stores offer shoppers a chance to interact with fully functioning wireless handsets and services so they can really kick the tires and comparison shop.
- AT&T currently has dozens of AT&T Experience Store locations nationwide, which showcase the company's complete portfolio of wireless, broadband, video and wired voice products and services in a way that encourages "hands-on" customer interaction.
- AT&T ConneCTech[®] services are now available for purchase in all AT&T-owned stores.

AT&T Bilingual Stores

- AT&T's long heritage of serving Hispanic and Latino communities stems from the company's commitment to diversity and inclusion at every level – including retail.
- As the leading bilingual telecommunications retailer, AT&T has converted more than 700 of its stores nationwide to bilingual locations that allow Hispanic consumers to work with someone who understands their needs and speaks their language.
- The stores are located in high-density Hispanic markets such as California, Florida, New York and Texas and will be expanded to 100 locations nationwide. Several of AT&T's Experience Stores are also bilingual concept locations.
- AT&T offers Spanish-language programming such as ringtones and content for cell phones; Spanish online content through *Mi Portal*; and long distance calling plans with competitive international rates. In addition, AT&T call center representatives speak more than 160 languages, including Spanish, Mandarin, Hindi, Tagalog and Arabic.

AT&T Web site

- AT&T remains focused on delivering a consistent and integrated shopping experience to customers through www.att.com.
- Leading the telecommunications industry in unique visitors and online sales activities according to third party research, the Web site provides millions of customers with convenient access to AT&T's complete portfolio of wireless, broadband, video and voice services.
- The site also offers many convenient features that make it easier to do business with AT&T such as eBilling, Click-to-Chat, eRepair, customer reviews and User Forums.
- Last year, AT&T launched the Online Experience StoreSM, www.att.com/onlineexperience. There, customers can experience and purchase AT&T products and services via a digital storefront that features a 3-D shopping model, rich interactive demonstrations and tutorials in five categories of wireless products from wireless devices to messaging.
- AT&T was recognized as one of the leaders in online customer experience for small and midsize business customers for the AT&T Small Business InSite, www.att.com/smallbusinessinsite, according to Compass Intelligence.