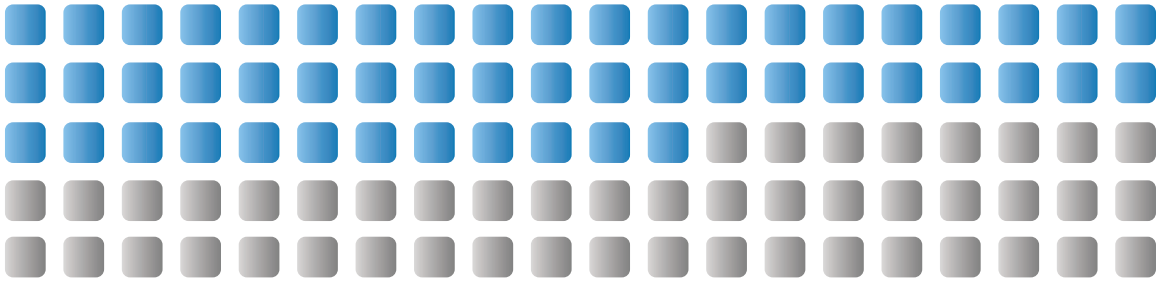
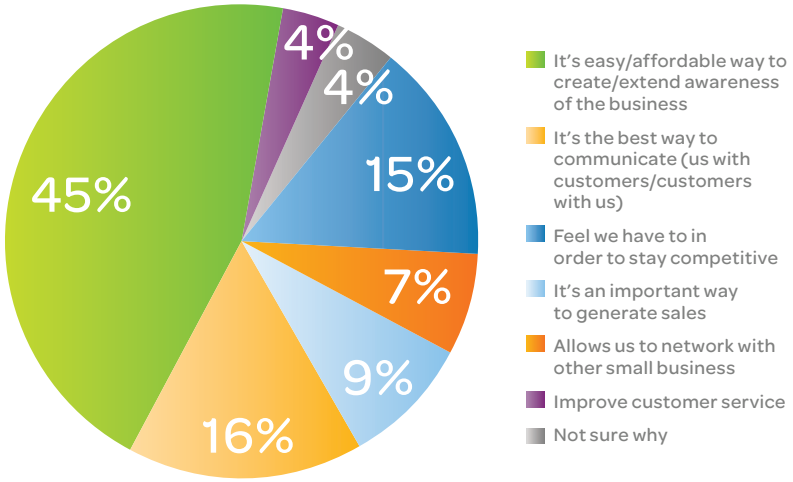
Small Businesses & Social Media

This is a **52%** jump in only one year!

41% of small businesses surveyed have a Facebook page for their business (usage up from 27% last year)

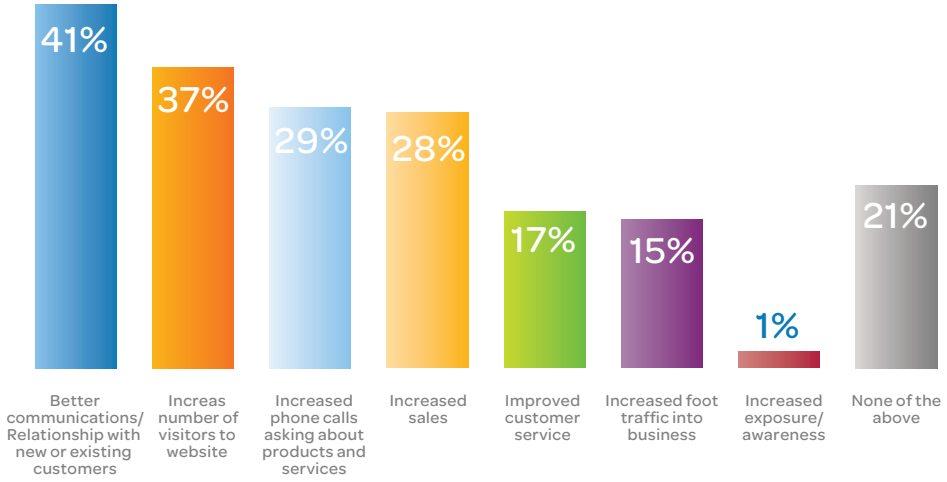


Reasons for Having a Facebook Page



BASE: Small businesses that have a Facebook page (n=413)
(May not equal 100% due to rounding)

Measurable Success Experienced with Social Media



BASE: Small businesses that use social media (n=507)

Study Methodology The results of the "AT&T Small Business Technology Poll" are based on an online survey of 2,246 small business owners and/or employees responsible for Information Technology (IT). Specifically, 1,012 surveys were completed by small businesses located throughout the United States (National data) and 1,234 surveys were completed with small businesses located in 12 markets – 100 in each market (Market data). The sample of participating companies was drawn from e-Rewards' online business panel of companies. Small businesses were defined as having between 2 and 50 employees, both part-time and full-time. Eleven of the 12 metropolitan areas are based on DMAs (Designated Market Areas). The other market is the state of Oklahoma. The online survey was fielded in December 2010.