



## AT&T U-verse<sup>SM</sup> Timeline

- June 22, 2004** → SBC Communications Inc. announces plans for fiber network and IPTV deployment, starts forming vendor agreements.
- Jan. 6, 2005** → U-verse is unveiled as the brand for the company's suite of IP services.
- Nov. 18, 2005** → SBC acquires AT&T Corp. and adopts the AT&T Inc. name.
- December 2005** → Controlled market entry begins in San Antonio neighborhoods.
- June 26, 2006** → Launches commercially in San Antonio.
- Nov. 28, 2006** → Introduces HD service, Web Remote Access to the DVR and the ability to record four programs at once on the DVR.
- Nov. 30, 2006** → Launches in Houston.
- December 2006** → Launches in San Francisco, Oakland, San Jose, Santa Clara, Hartford, New Haven, Stamford, Anderson, Bloomington, Indianapolis and Muncie.
- Dec. 29, 2006** → AT&T acquires BellSouth Corporation and consolidates ownership of Cingular Wireless.
- Jan. 25, 2007** → 4Q 2006 Earnings Report: 3,000 U-verse customers in service. Fiber-rich network passes more than 2.2 million living units.
- February 2007** → Launches in Milwaukee and Racine.
- March 2007** → Launches in Dallas-Fort Worth and Kansas City.
- March 22, 2007** → Introduces AT&T U-verse<sup>SM</sup> OnTheGo.
- April 19, 2007** → Introduces Mobile Remote Access to the DVR.
- April 24, 2007** → Approximately 20,000 U-verse customers in service. Average installation rate ramps to 2,000 new customers a week.
- May 2007** → Launches in Detroit, Ann Arbor, Riverside, Ventura County and Los Angeles.
- June 2007** → Launches in Cleveland, Akron and San Diego.
- July 24, 2007** → 2Q 2007 Earnings Report: 51,000 U-verse customers in service. Fiber-rich network passes more than 4 million living units. Average installation rate of 900 new customers per day.

(cont.)

- August 2007** → Launches in Oklahoma City and Sacramento.
- Sept. 5, 2007** → Reaches 100,000 U-verse customer milestone. Fiber-rich network passes 5 million living units. Announces the rollout of AT&T U-bar, YELLOWPAGES.COM TV and AT&T Yahoo! Games.
- Oct. 23, 2007** → 3Q 2007 Earnings Report: 126,000 U-verse customers in service. Fiber-rich network passes 5.5 million living units. Installation rate approaches nearly 10,000 new U-verse customers per week.
- Nov. 8, 2007** → Launches in Austin.
- December 2007** → Launches in St. Louis and Columbus. Begins a controlled launch in Atlanta, the first Southeast market for the service.
- Jan. 22, 2008** → Introduces AT&T U-verse<sup>SM</sup> Voice.
- Jan. 24, 2008** → 4Q 2007 Earnings Report: 231,000 U-verse customers in service. Fiber-rich network passes approximately 7.9 million living units. Installation rate of approximately 12,000 new customers per week in mid-December 2007.
- Jan. 29, 2008** → Launches in Northeastern Illinois.
- April 2, 2008** → Introduces AT&T Online Photos from Flickr.
- April 22, 2008** → 1Q 2008 Earnings Report: 379,000 U-verse customers in service. Fiber-rich network passes more than 9 million living units.
- April 2008** → Launches in West Michigan and expands availability in Atlanta.
- June 2008** → Launches in Reno, Fresno and Green Bay.
- July 2008** → Launches in Tulsa, Dayton, Miami and Palm Beach.
- July 23, 2008** → 2Q 2008 Earnings Report: 549,000 U-verse customers in service. Fiber-rich network passes more than 11 million living units.
- Aug. 7, 2008** → Introduces Yahoo! Sports Fantasy Football on AT&T U-bar.
- August 2008** → Launches in Wichita.
- 2H08** → Plans to introduce Total Home DVR.
- EOY 2008** → Expects to have 1 million customers in service.
- EOY 2010** → Expects to pass approximately 30 million living units across its 22-state territory.