



AT&T SURVEY FINDS THAT 42 PERCENT OF BAY AREA SMALL BUSINESS OWNERS WOULD HAVE DIFFICULTY SURVIVING WITHOUT WIRELESS TECHNOLOGIES

Wireless PDAs and Wi-Fi Hot Spots More Important To Small Businesses in Bay Area Than Any Other U.S. Market Surveyed

SAN FRANCISCO, Sept. 25, 2007 — Wireless devices are indispensable for today's Bay Area small business owners, who rely heavily on wireless technology to stay connected to their business and customers while gaining flexibility and time away from the office, according to a survey conducted by AT&T Inc. (NYSE:T).

Fifty-nine percent of Bay Area small business owners surveyed said wireless telephone service is extremely important to their businesses. In addition, 15 percent of Bay Area small business owners surveyed said they could not survive or be in business without wireless technologies.

Notably, 39 percent of Bay Area small business owners surveyed said a wireless PDA is extremely important to their businesses, the highest percentage of any of the 10 markets surveyed. In addition, 30 percent of Bay Area small business owners surveyed said that Wi-Fi hot spots are extremely important to their businesses, also the highest percentage of any of the 10 markets surveyed.

Furthermore, nearly half of Bay Area small business owners surveyed (43 percent) said they rely on wireless technology more than they did two years ago, and slightly more (45 percent) said they expect to depend on it more two years from now.

"Bay Area small businesses are more nimble and flexible than ever before, and they need telecommunications solutions built for them by people who understand their needs," said Fred Devereux, vice president and general manager of AT&T's wireless operations in Northern California and Reno. "Today's small business owners have more choices than ever for wireless handsets, Wi-Fi access points, smartphones and other technologies that help keep them connected even when they're away from the office — whether that's traveling to meet with customers or staying connected with their business while away from the office."

“This study confirms that wireless technologies are increasingly important to small businesses in the Bay Area and beyond, these companies are using those technologies more now than they did two years ago, and that increased use will continue in the coming years,” said Devereux. “This tells us we’re doing the right thing as we leverage our full ownership of our wireless brand to offer small businesses communications bundles and new technologies built for mobility.”

Study Methodology

The results are based on a telephone survey of 1,000 owners and/or employees responsible for Information Technology (IT) at small businesses in 10 U.S. metropolitan/regional areas. One hundred interviews were completed in each of the 10 markets. The sample of participating companies was drawn from Dunn and Bradstreet’s business list of companies located in each of the 10 areas. Each company was screened to include only those that have between two and 25 employees (full- and part-time). Eight of the 10 metropolitan areas are based on DMAs (Designated Market Areas). The other two markets are the states of Connecticut and Oklahoma. Interviewing was conducted between July 2 and Aug. 10, 2007.

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