

MARKET BRIEF

AT&T Premier Program Overview

AT&T has designed an exclusive wireless program just for Premier members and their employees. Members can get great discounts on AT&T wireless products and services; including the revolutionary iPhone™ 3GS, data and messaging services, mobile applications, Wi-Fi access and more. Plus, Premier members enjoy simple online ordering and account management tools and 24x7 customer care.

The AT&T Premier Program Delivers Value

- 22% monthly discount on qualified voice and data service plans for both corporate and employee accounts
- Corporate discounts on select wireless PDA devices; including exclusive devices such as Blackberry® Bold™ 9700 and the Motorola Backflip®
- Access to the AT&T Premier Enterprise Portal, our online tool that streamlines ordering and service management
- Assistance at convenient AT&T retail store locations
- Exclusive enterprise technical services, available 24x7

How Do You Get the Word Out to Your Employees?

AT&T is committed to helping you get your employees on board with AT&T's Premier program. We offer:

Employee Days

Our staff would welcome the opportunity to visit your site and assist your employees in signing up for the program. You say when and where and we will be there.

Online Ordering

Let your employees know about the AT&T Premier Enterprise Portal, our easy-to-use online system for ordering new equipment and services, monitoring usage, viewing bills and accessing online customer care.



Benefits

- **AT&T's Premier program offers members significant discounts on the wireless products and services they use every day**
- **AT&T is an industry leader, currently serving over 85 million wireless subscribers and holding spectrum licenses in all 50 U.S. states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands**
- **AT&T enables wireless subscribers to communicate seamlessly in more than 200 countries worldwide – offering the broadest international coverage of any U.S. wireless carrier**
- **AT&T is the exclusive provider in the U.S. of the innovative iPhone™ 3GS, with broadband data services available in nearly 350 U.S. major metropolitan areas**



Conveniently Located AT&T Retail Stores

Inform your employees that staff at AT&T's Corporate-Owned (not Authorized Retailer) retail stores are familiar with the AT&T Premier program and are able to assist them. Employees will simply need to provide proof of employment and their employee discount code or FAN (Foundation Account Number) when activating their service. Employees can register for their FAN discount by faxing their appropriate information to our verification center. Registration documents can be obtained through any AT&T Corporate-Owned retail stores or your local sales representative.

We can also host special events in our retail stores designed specifically for your employees.

Marketing Support

We can help you communicate the availability and benefits of the AT&T Premier program by supplying you with the following marketing materials:

- Posters for hanging in common employee areas such as lunch rooms, locker rooms, etc.
- General program flyers that can be distributed directly to your employees
- Announcement flyers to advertise special promotional events
- Promotional emails that can be used for blast email campaigns
- Paycheck stuffers to include with employees' paychecks

Premier Program Resources

For more information about AT&T's Premier program, please contact:

Joe Hoffman – GPO Account Manager
Email: joe.hoffman@att.com

For more information contact your AT&T Representative or visit us at www.att.com/wireless.

Monthly Discount

Available to qualified employees of companies and/or government agencies with a qualified business agreement ("Business Agreement"). Service discount subject to corresponding Business Agreement and may be interrupted and/or discontinued without notice to you. Service discount applies only to the monthly service charge of qualified plans and not to any other charges. A minimum number of employees, minimum monthly service charge for qualified plans, additional AT&T services or other requirements may apply for discount eligibility. Discounts may not be combined. Offer subject to change. Additional conditions and restrictions apply. If you have a question about available discounts and/or your eligibility, you can contact your company's telecommunications manager.

PREMIER

**Contracted
Supplier**

