Introducing UNLIMITED Calling to Any Mobile Number†

When you purchase $20 Unlimited Messaging

AT&T U-verse® Mobile

Download and watch hit TV shows on your Windows® Phone with U-verse® Mobile.

Refer-A-Friend

Earn up to $125 a year
for referring new wireless customers to AT&T.
See att.com/wirelessreferral for details.

att.com/wireless
1-866-MOBILITY (1-866-662-4548)

For deaf/hard of hearing customers:
(TTY) 1-866-241-6567

Questions on accessibility by persons with disabilities:
1-866-241-6568

The first nationwide carrier to be awarded Consumer Information Code. For details visit www.ctia.org.

RTP BR T 0311 2860 E
Effective 3/20/2011

personal Wi-Fi hotspot on the go

Connect to the Internet with multiple devices at once

DataPro 4GB with Tethering | $45/4GB
Additional Data – $10/1GB

4G available for tethering and Smartphone data use. $45 price point is inclusive of $25/2GB data plan for Smartphones.

Step 4: Choose Your Features

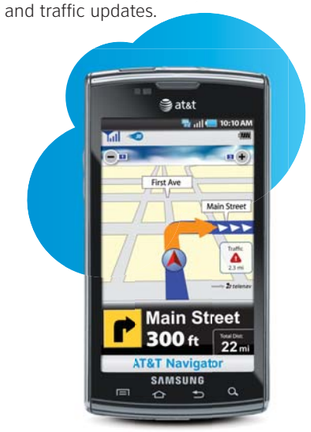
AT&T Navigator®

Voice and on-screen turn-by-turn directions. Traffic alerts with 1-click rerouting. Automatically receive the latest maps and traffic updates.

First 30 Days FREE

$9.99 Per Month Thereafter

Limited time offer. See below for details.



AT&T Smart Limits for Wireless™ — $4.99/mo
Good for you, good for your kids. Set monthly limits for Web Browsing, Text Messages and mobile purchases. Control hours of use, block unapproved numbers and more.

Mobile Insurance — $4.99/mo
Includes coverage for lost, stolen or accidentally damaged phones, as well as mechanical or electrical failure after the manufacturer's warranty has expired. Apple® iPhone® models do not qualify.

Early Nights & Weekends — $8.99/mo
Unlimited calls from 7 p.m. to 7 a.m.

AT&T Roadside Assistance — $2.99/mo
Help is just a phone call away – 24/7. We provide assistance with towing, dead batteries, lock-outs, fuel delivery and flat tires.

AT&T World Connect® — $3.99/mo
Low international long distance rates apply to calls from the U.S. to more than 220 countries.

Phones can be used to purchase goods, services and subscriptions from AT&T or others. Consider our Data Plans, Smart Limits and Parental Controls.

Terms Applicable to Features: Certain features will not be available in all areas at all times. **AT&T Navigator:** Cancel within 30 days or be automatically subscribed at monthly rate shown. To cancel, you can visit the My Accounts portal on your handset or call AT&T customer support. Standard data and messaging charges apply when using AT&T Navigator. **Smart Limits:** See Smart Solutions brochure or visit att.com/wirelessmartlimitsterms for terms. **Mobile Insurance:** The Mobile Insurance program is underwritten by Continental Casualty Company, a CNA company (CNA), and administered by Asurion Protection Services, LLC (Asurion Protection Services Insurance Agency, LLC CA Lic#OD63161), a licensed agent of CNA. May not be available in all states. Claims may be fulfilled with new or remanufactured replacement equipment. Dependent on phone model, each replacement is subject to a non-refundable $50 or $125 deductible. See a Mobile Insurance brochure for complete Terms and Conditions of coverage, available at any of our participating AT&T retail locations or att.com/mobileinsurance. Eligibility varies by device. Terms and Conditions are subject to change. **Roadside Assistance:** Costs $2.99/month per enrolled phone and is automatically billed to your account. You may cancel at any time. Roadside Assistance service is provided for wireless customers of AT&T by Asurion Roadside Assistance Services, LLC, a licensed motor club. Refer to the Roadside Assistance Welcome Kit for complete Terms and Conditions. **AT&T World Connect:** See international coverage map at stores for details. Restrictions apply. Rates and available countries subject to change. Airtime or roaming charges are in addition to long distance charges. For more information, see AT&T World Brochure. **U-verse Mobile:** Pay-per-month download and watch are available for select shows and requires select Smartphones, Wi-Fi connection and monthly subscription fee. Standard data charges may apply. Unless required by your device, plans may be canceled at any time. **Data Plans:** Streaming Video and Music Applications require a data plan. Additional subscription and download charges may apply.

AT&T Nation® Calling Plans

introducing *unlimited calling to any mobile number*

Spring 2011

Keep in touch
with nationwide calling…

Rethink Possible

hsp henderson shapiro peck

Date:	2/21/11
Coll Code:	RTP BR T 0311 2860 E
HS Job Name:	8421 Spring Launch
Item Name:	NAT English 4 Panel
Program:	Adobe InDesign
Account Rep:	RW
Designer:	PR

PRINTER SPECS

Art Measures:	15" x 9"
Scale:	100% Enlarge: 0%
Final Trim Size:	15" x 9"
Final Folded Size:	3.75" x 9"
Fonts:	ClearviewATT Family, OmnesATT Family, Zapf Dingbats
Binding:	n/a #pgs 2

IMAGES

att_rp_hz_4cp_grd_pos_03.ai, ATTC_N_GSM_voice_key_12_3_10.eps, ATTC_N_GSM_voice_12_3_10_hybrid.eps, att_coreSrp_cloud_blue_CMYK_03.ai, CellPhone_Icon_1109_rev.ai, CTIA_CMYK_03.eps, Data_Icon_1109_rev_03.ai, Messaging_Icon_CMYK_01.ai, NAT_Cover_CoreGraphics_03.ai, PlusOthrSrv_Icon_1109_rev_03.ai, SAM_Cetera_StrWtCbcBlk_s.psd, SAM_CaptivateBlack_w_NavSrc2.psd

APPROVAL SIGN-OFF

Traffic Mgr: _____ Date: _____
Account Service: _____
Creative: _____
Proofreader: _____
To Translation:

COLOR

Colors: 4 Process 1 Spot
[X] 4/C Process
CMYK builds and breakdowns: 55.0.100.0
PMS 1505

AT&T Nation® Plans

Select your monthly Voice Minutes, Messaging and Data Plans

—for domestic use only

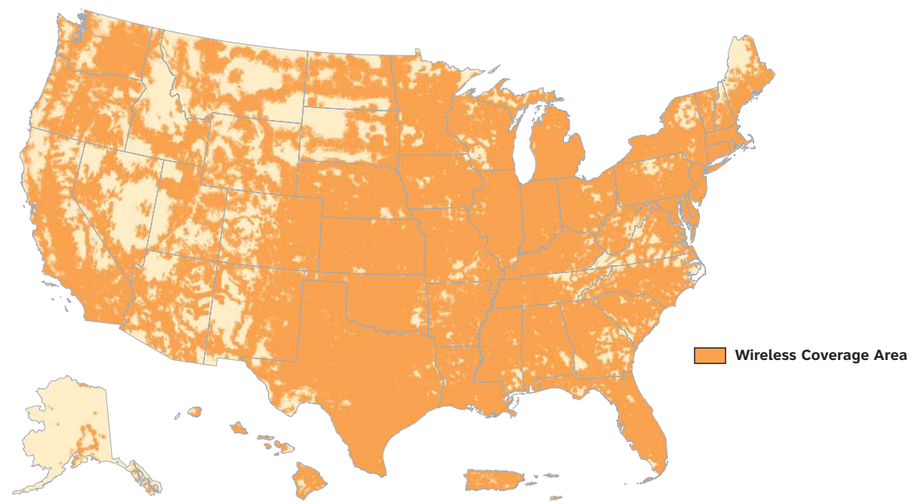
	Monthly
Step 1: Choose Your Voice Minute Plan	
UNLIMITED Nationwide Calling	$69.99
900 Minutes with Rollover® plus Unlimited A-List℠ Calling to any 5 numbers, Unlimited Mobile to Mobile and Unlimited Night & Weekend Minutes. 40¢/add'l min	$59.99
450 Minutes with Rollover® plus Unlimited Mobile to Mobile and 5000 Night & Weekend Minutes. 45¢/add'l min	$39.99
Step 2: Choose Your Messaging Plan	
Messaging UNLIMITED Messaging UNLIMITED and UNLIMITED Calling to any mobile number. **PLUS: UNLIMITED calling to any mobile number on any network in the U.S., PR and USVI.†**	$20
Messaging 1000 1000 Messages with Anyone on Any Network in the U.S. 10¢/add'l msg	$10
Step 3: Choose Your Data Plan	
Smartphones	
DataPro 2GB for the freedom to use all your Apps, Email, Web, Social Networking and more. Plus, get unlimited Wi-Fi usage on the AT&T national Wi-Fi network. $10/1GB add'l data	$25
DataPlus 200MB for Email, Web and Social Networking. Plus, get unlimited Wi-Fi usage on the AT&T national Wi-Fi network. $15/200MB add'l data	$15
Quick Messaging & Basic Phones	
Data Unlimited Unlimited Web, Search, Email, Social Networking and more. Plus, get access to Apps, Music and More. Messaging Unlimited plan required. $15/mo if purchased without Messaging Unlimited plan.	$10

†**Mobile to Any Mobile:** Messaging Unlimited Plan required. Available on select AT&T Nation & FamilyTalk plans. International and roaming calls not included. Not available on AT&T Viva Mexico or Nation with Canada plans. Calls to directory assistance, voicemail, pay-per-use, call routing and forwarding numbers not included. Text, picture, video and instant messages must be sent to and/or received from within the AT&T nationwide coverage area. **Smartphones** require a minimum $15 data plan. **Additional Data:** On DataPro/DataPlus plans for Smartphone, DataPro has an initial data allowance of 2GB. DataPlus has an initial data allowance of 200MB. If you exceed your initial data allowance, you will automatically be provided: (a) another 1GB for DataPro and be charged an additional $10 for each additional 1GB provided or (b) another 200MB for DataPlus and be charged an additional $15 for each additional 200MB provided. All data allowances, including overages, must be used in the billing period in which the allowance is provided or they will be forfeited. **Pay-Per-Use (PPU) Charges:** Text Messages — $.20/message; Picture/Video Messages — $.30/message. Int'l Roaming Data & MSG PPU Charges: $0.0195 for each kilobyte used, except Canada, which is $0.015 per kb; and, $0.50/Text Message sent, $1.30/Picture or Video Message sent. Standard domestic rates apply to incoming messages. PPU Charges for int'l messages sent from U.S.: 25¢ for Text Messages and 50¢ for Picture/Video Messages. **Wi-Fi:** Wi-Fi enabled device required. Wi-Fi access includes AT&T Wi-Fi Basic. Other restrictions apply. See attwifi.com for details and locations.

AT&T Advantages

- ✓ **Rollover Minutes®**—only AT&T lets you keep your unused minutes
- ✓ **Unlimited Calling to Any Mobile Number†**
- ✓ **Unlimited Nights & Weekends**
- ✓ **Unlimited A-List℠ Calling** to any 5 numbers on any network
- ✓ **Ranked #1** in customer satisfaction among Smartphone owners
- ✓ **Best selection** of Smartphones

AT&T covers 97% of all Americans



Check coverage in your area at wireless.att.com/coverage-viewer.

Mobile Broadband not available in all areas. Your phone's display does not indicate the rate you will be charged. Please review your coverage map for areas included in and out of plan. Map depicts an approximation of outdoor coverage. Map may include areas served by unaffiliated carriers and may depict their licensed area rather than an approximation of the coverage there. Actual coverage area may differ substantially from map graphics, and coverage may be affected by such things as terrain, weather, foliage, buildings and other construction, signal strength, customer equipment and other factors. AT&T does not guarantee coverage. Charges will be based on the location of the site receiving and transmitting the call, not the location of the subscriber. 3G phone required in some areas.

For full terms and conditions of service, please see a sales representative or visit www.att.com/wirelessterms.

All prices are billed monthly and are valid for use in the U.S. New one- or two-year service agreement may be required. $36 Activation Fee for each new line. Prices are subject to change. Prices do not include taxes. In addition to the monthly cost of the rate plan and any selected features, AT&T imposes the following charges: (1) a Regulatory Cost Recovery Charge of up to $1.25 to help defray its cost incurred in complying with obligations and charges imposed by State and Federal telecom regulations; (2) a gross receipts surcharge; (3) State and Federal Universal Service Charges; and (4) other government assessments on AT&T. These fees are not taxes or government-required charges. Rollover Minutes start accumulating with your second bill cycle. Additional software, hardware and/or subscription may be required for certain features. No service discounts are eligible on Unlimited Calling plans. Additional charges and device restrictions apply for access to corporate email/intranet sites and business applications. **A-List:** Available only with select rate plans. Numbers must be entered online at MyWireless Account at att.com/Mywireless. You can only select domestic landline or wireless numbers as your A-List numbers. Certain of these numbers, such as pay-per-call, directory assistance, voicemail access, call routing numbers, and your own wireless number, may not be selected for A-List. For a list of prohibited numbers and additional terms, see att.com/planterms. Mobile to Any Mobile Calling available on Nation 450 or 900 minute plans when you purchase Unlimited Messaging for $20. © 2011 AT&T Intellectual Property. All rights reserved. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.