

## 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™ 3G, data and messaging services, mobile applications, Wi-Fi access and more. Plus, Premier members enjoy simple online ordering and account management tools and 24/7 customer care.

### The AT&T Premier Program Delivers Value

- **25%** 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™ and the HTC Fuze™
- 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 24/7

### 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.

#### 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



### 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 77 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™ 3G, with broadband data services available in nearly 350 U.S. major metropolitan areas**



program and are able to assist them. Employees will simply need to provide proof of employment and your employee discount code (Foundation Account Number) when activating their service. 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:

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**For more information contact your AT&T Representative or visit us at [www.att.com/wireless](http://www.att.com/wireless).**

