Mobilize Everything Website

Content Buckets

RESEARCH / HARD DATA

- Approval Progress
- Coverage Maps (feature)
- Data Volumes (deck)
- Spectrum (deck)
- · Competitive Landscape (deck)
- Pricing (deck)Deal Fact Sheet (deck)
- FAQ
- FCC FilingTestimonies
- Useful Links • Executive Videos (long form)

ISSUES / ARGUMENTS

- What is the Spectrum Crunch (video)
- A National LTE Network for **America**
- A Better Network for Customers
- Healthcare (comm)
- Education (comm)
- Diversity (comm)Environment (comm)

- Jobs (comm)
- Global Competitiveness (comm)

VOICES

- Governors List
- Groups and Individuals (endorsers)
- Congressional Leaders

NEWS / CURRENT

- In The News (clips and comment) · Press Releases
- Public Policy Blog (selected posts)
 Broadcast News Clips (video)

USER TYPE

INVESTORS

- Investor Presentation Factsheets
- Supplemental InfoFCC Filing Other

CUSTOMERS

Customer FAQ

PRESS

Press Room

WHO IS THIS?

- Contact
- About AT&T About T-Mobile

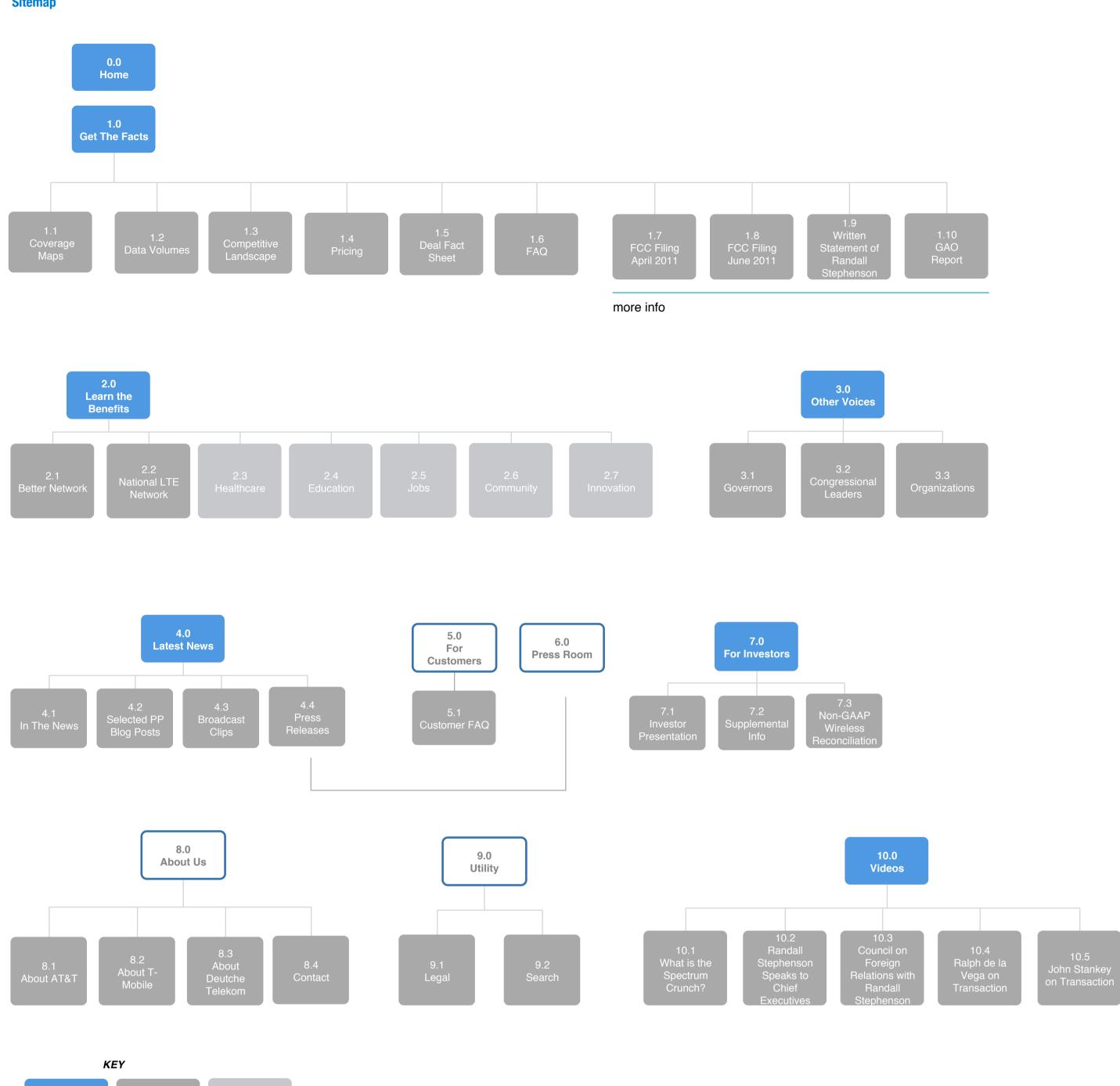
UTILITY

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Mobilize Everything Website

Section w/out Index

Landing Page subsection on landing page



WF - Homepage - Archive

Get The Facts

home I for customers I for investors I press room I contact

Voices In Support

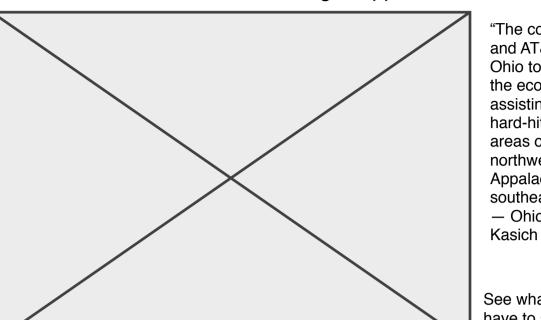
AT&T – T-Mobile USA Merger

Learn The Benefits

A better network for customers. A national LTE network for America.



Ohio Governor John R. Kasich urges approval of the merger.



"The combination of T-Mobile and AT&T... would position Ohio to take advantage of the economic recovery, assisting development in our hard-hit cities and in rural areas of the state, like northwest and the Appalachian area of southeast Ohio." Ohio Governor John R.

Latest News

See what other governors have to say

Quick Links

FCC Filing June 10th

Customer FAQ

Deal Factsheet

Written Statement of Randall Stephenson Chairman, CEO, and President, AT&T Inc.

The Data Boom



Joining together to keep up with the increasing demand for mobile data.

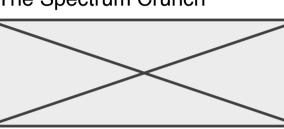
In The News

"...AT&T is touting the plan as a way to bring high-speed broadband to almost every corner of the state, and the company has a strong case."

The Denver Post

Read more

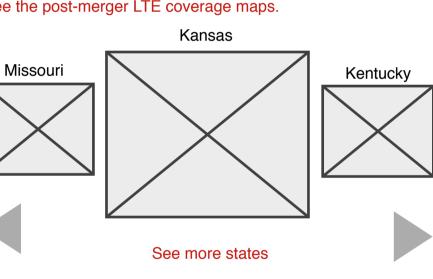
The Spectrum Crunch



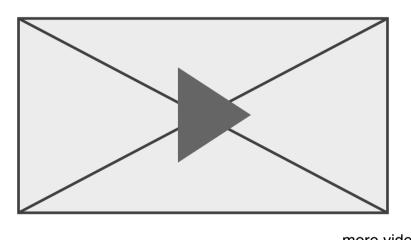
Combining networks to help keep America's wireless industry growing. - lipsum here, third line of text -

97% of America

See the post-merger LTE coverage maps.



AT&T Chairman and CEO Randall Stephenson on the Merger



more videos

State of Competition

America's wireless landscape will remain competitive.

From Texts to Tablets

How devices like the iPad are revolutionizing education.

The Virtuous Cycle

Expanding LTE coverage will increase innovation at the edge and the core.

Voices in Support

Leaders, organizations, and individuals across the country urging approval of the merger.

Reinventing the House Call

LTE mobile broadband can make health care more accessible and affordable.

Benefits of Efficiency

The merger and wireless pricing.

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Competition

Environment

Pricing

Get the Facts Coverage maps Data volumes

FAQ **Executive Videos**

Voices in Support State-by-state guide State leaders **Organizations**

Latest News Press releases AT&T Public Policy Blog **New Clips**

Broadcast Clips

Learn the Benefits

A better network for customers A national LTE network for America Demand for mobile data Spectrum issues Innovation Healthcare Education

for customers for investors press room

about AT&T about T-Mobile

contact sitemap search legal

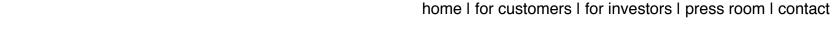
WF - Homepage - Conceptual

home I for customers I for investors I press room I videos I contact T··Mobile· AT&T – T-Mobile USA Merger Get The Facts Learn The Benefits Other Voices **Latest News** Quick Links Lorem ipsum dolor sit amet, consectetur Headline Here **FEATURE 1** For This Item Lorem ipsum dolor sit amet, /NEWS consectetur Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, adipiscing elit. Sed non consectetur dolor ante, et volutpat orci. Aenean et nisi in Lorem ipsum dolor sit amet, urna hendrerit fringilla consectetur nec consectetur mauris. Suspendisse vel dui Read More FEATURE 3 **FEATURE 2 BENEFITS** BENEFITS Could Be A Video Here Could Be Benefit Could Be News Here Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, consectetur adipiscing elit. adipiscing elit. adipiscing elit. TILE 2 TILE 3 TILE 1 VIDEO /NEWS /BENEFITS / FACTS **VIDEO /NEWS /BENEFITS / FACTS VIDEO /NEWS /BENEFITS / FACTS** Consecutuer Urna Hendreiti Sed Non Dolor Dolor Sit Elit Sed Non Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, consectetur adipiscing elit. consectetur adipiscing elit. consectetur adipiscing elit. TILE 4 TILE 5 TILE 6 **VIDEO /NEWS /BENEFITS / FACTS** VIDEO /NEWS /BENEFITS / FACTS VIDEO /NEWS /BENEFITS / FACTS Share this page. Post on Facebook Bookmark Email a friend Post on Twitter **Get the Facts Voices in Support Latest News Learn the Benefits** for customers State-by-state guide Coverage maps Press releases A better network for customers for investors State leaders AT&T Public Policy Blog Data volumes A national LTE network for America press room **Organizations New Clips** FAQ Demand for mobile data about AT&T **Executive Videos Broadcast Clips** Spectrum issues Innovation about T-Mobile Healthcare Education contact Competition sitemap Pricing search

Environment

legal

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Other Voices



Learn The Benefits



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State of Competition

Get The Facts

America's wireless landscape will remain competitive.

Benefits of Efficiency

The merger and wireless pricing.

The Spectrum Crunch

Latest News

Combining networks to help keep America's wireless industry growing.

Quick Links

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Customer FAQ

Deal Factsheet

Written Statement of Randall Stephenson Chairman, CEO, and President, AT&T Inc.

97% of America

See the post-merger LTE coverage map for your state.

Deal Fact Sheet

What you need to know about the merger.

F.A.Q.

Answers to common questions about the merger.

In This Section

Get The Facts

Further Reading

A Tile With a Wrapper Two Lines Here

And the subhead could go to three lines but with this design we need to cut it off after tha...

Further Reading

FCC Filing June 10th

GAO REPORT: Enhanced Data Collection Could Help FCC Better Monitor Competition in the Wireless Industry

Written Statement of Randall Stephenson, Chairman, CEO, and President, AT&T Inc.

Lipsum here, the future will be in

Lipsum here, the future will be in, Lipsum here, the future will be in two columns

Lipsum here, the future will be in two columns

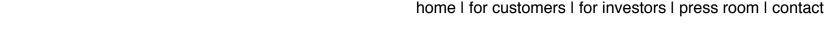
Selected Stat

A nice stat here from the world of 'get the facts' this is a sidebar element only for this section

What is the Spectrum Crunch?



WF - Permalink - Facts / Spectrum



Latest News



Learn The Benefits



Quick Links

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Written Statement of Randall Stephenson Chairman, CEO, and President, AT&T Inc.

Governors Urging Approval of the Merger

In This Section

Groups and Organizations
Supporting the Merger

The Spectrum Crunch

Combining networks to improve service and keep up with exploding demand for mobile data.

AT&T faces spectrum and capacity constraints more severe than those of any other wireless provider. Smartphones such as the iPhone generate 24 times the mobile data traffic of a conventional wireless phone, and the explosively popular iPad and similar tablet devices can generate traffic comparable to or even greater than a smartphone.

Because of AT&T's leadership in mobile broadband, mobile data traffic on our network has grown 8,000% over the last four years.

Combining resources to increase network capacity

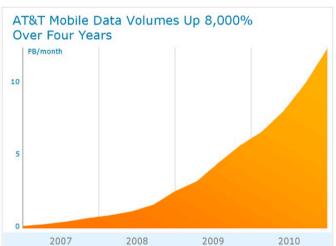
- Joining AT&T's and T-Mobile's networks will free up spectrum that each currently allocates to certain functions which will become redundant following the merger. This spectrum can then be optimized to carry more data.
- The combination also allows a more heavilyloaded network in a congested market to offload data onto the other network.

Using spectrum more effectively

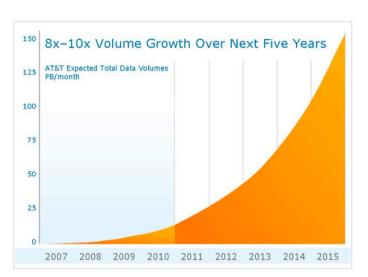
- Grouping channels from AT&T's and T-Mobile's networks, i.e. "channel pooling," will boost data downloads and improve voice quality.
- One analogy is to a supermarket check-out line: Having one line for each cashier, where customers can't change lines, is less efficient overall than having a combined line that feeds customers to the next available cashier.

Adding more cell sites for an improved network

- Additional cell sites reduce the area and volume of traffic a single site must cover sometimes more than doubling capacity.
- Cell site density increases will vary by market after the merger. For example, AT&T projects Chicago will see an increase of 35% to 45%, and both San Francisco and New York could see increases of as much as 25% to 35%.



With tablets, cloud computing, and a new generation of bandwidth-hungry devices on the horizon, demand is expected to increase an additional 8-10 times by 2015.



Integrating T-Mobile's network resources, while continuing AT&T's network investment, is the surest, fastest, and most efficient way to meet this challenge.

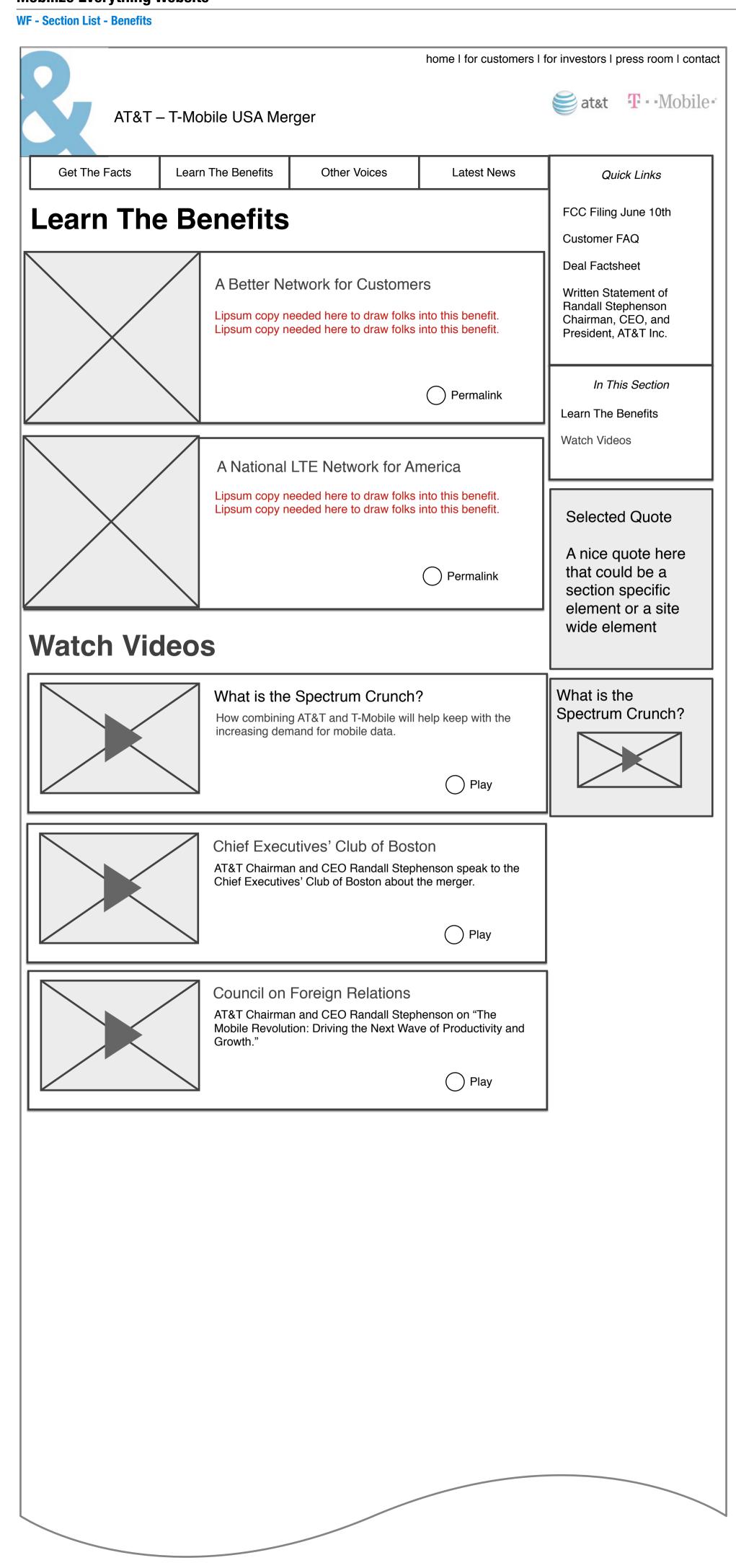
- Cell "splitting" reduces the traffic that a single cell must carry by reducing the area and number of users it covers, with another cell picking up the difference.
- The integrating of complementary T-Mobile cell sites into AT&T's network allows for nearly instant cell-splitting.
- This can more than double capacity in the specific area covered by the split cell.
- The integration of existing T-Mobile sites can achieve the benefits of cell-splitting far faster than by trying to build new cell sites, due to the time it takes for things like site selection, engineering, leasing, zoning, municipal approval, permits, construction, etc.
- For example, the merger will add as many cell sites to our network as would otherwise take, on average, eight years to construct.

Connecting T-Mobile customers to the future

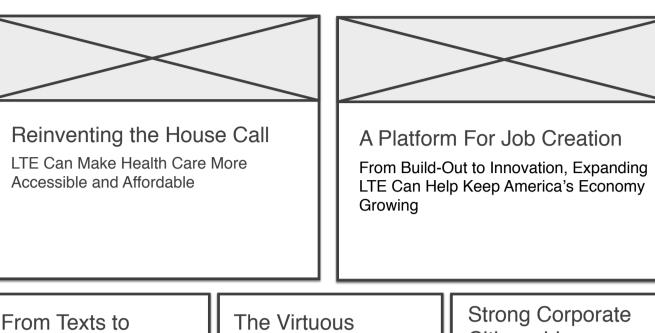
- By joining AT&T, T-Mobile customers can continue to enjoy innovative technologies and devices with more choices than ever.
- T-Mobile customers will also benefit from network improvements particularly in rural and suburban areas along with expanded 4G coverage and access to AT&T's 4G LTE network.
- Current T-Mobile customers will have the freedom to keep their existing pricing plans and phones. They will also gain access to an expanded lineup of devices, a larger customers base of free mobile-to-mobile calling, and 24,000 Wi-Fi hotspots nationwide.

Bringing the most advanced mobile broadband technology to more people in more places

- 4G LTE is the latest generation of wireless technology.
- With the combined scale, scope and resources of the two companies, AT&T will be able to offer 4G LTE to more people reaching, with the merger, over 97% of all Americans, which is 55 million more people than currently planned.



Learn The Benefits (FUTURE)



From Texts to
Tablets
Expanding LTE Access
Can Revolutionize
Education.

Cycle

More LTE Access Will

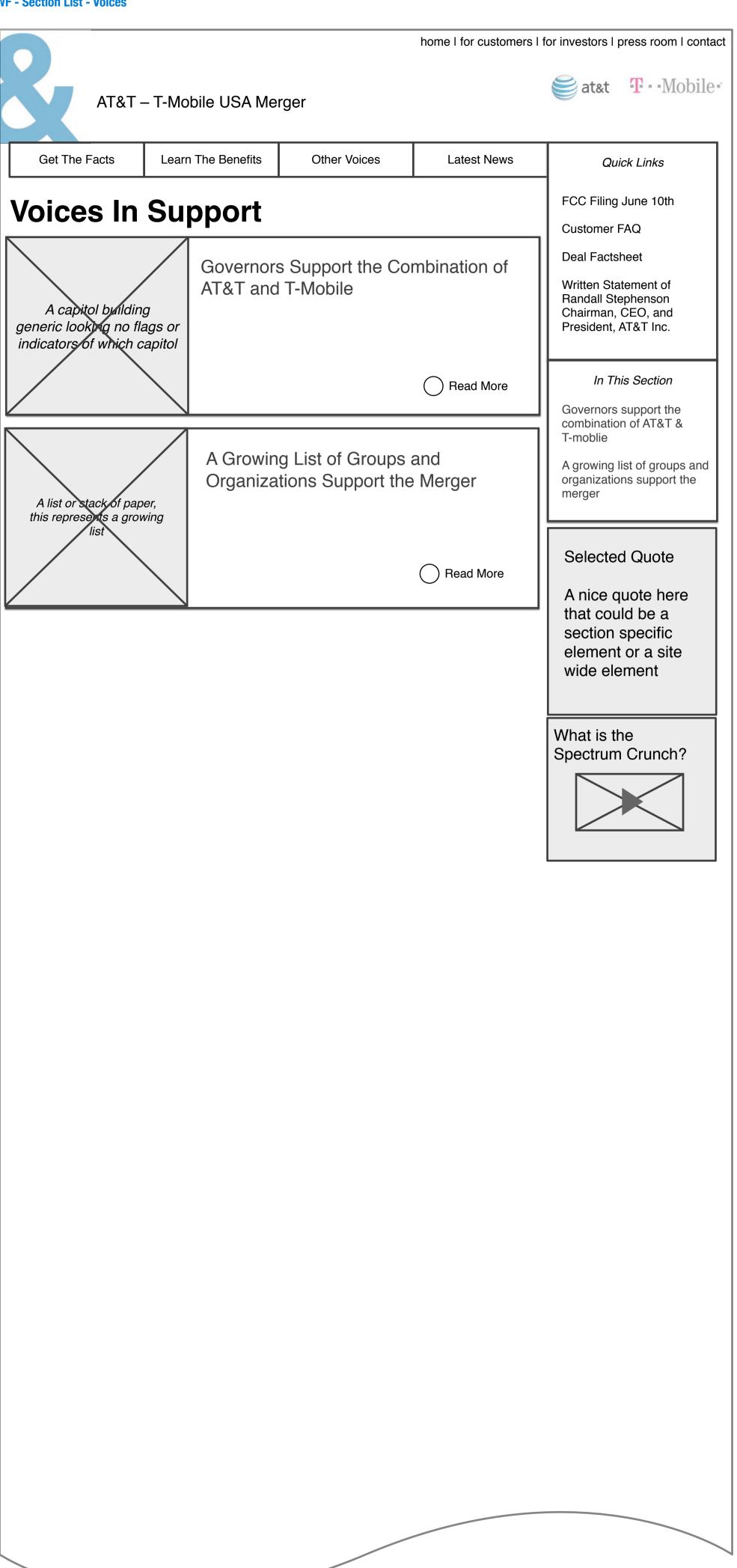
Mean More Innovation at

the Edge and the Core

Citizenship
We are committed

We are committed to operating our business in a way that recognizes our impact on our communities.

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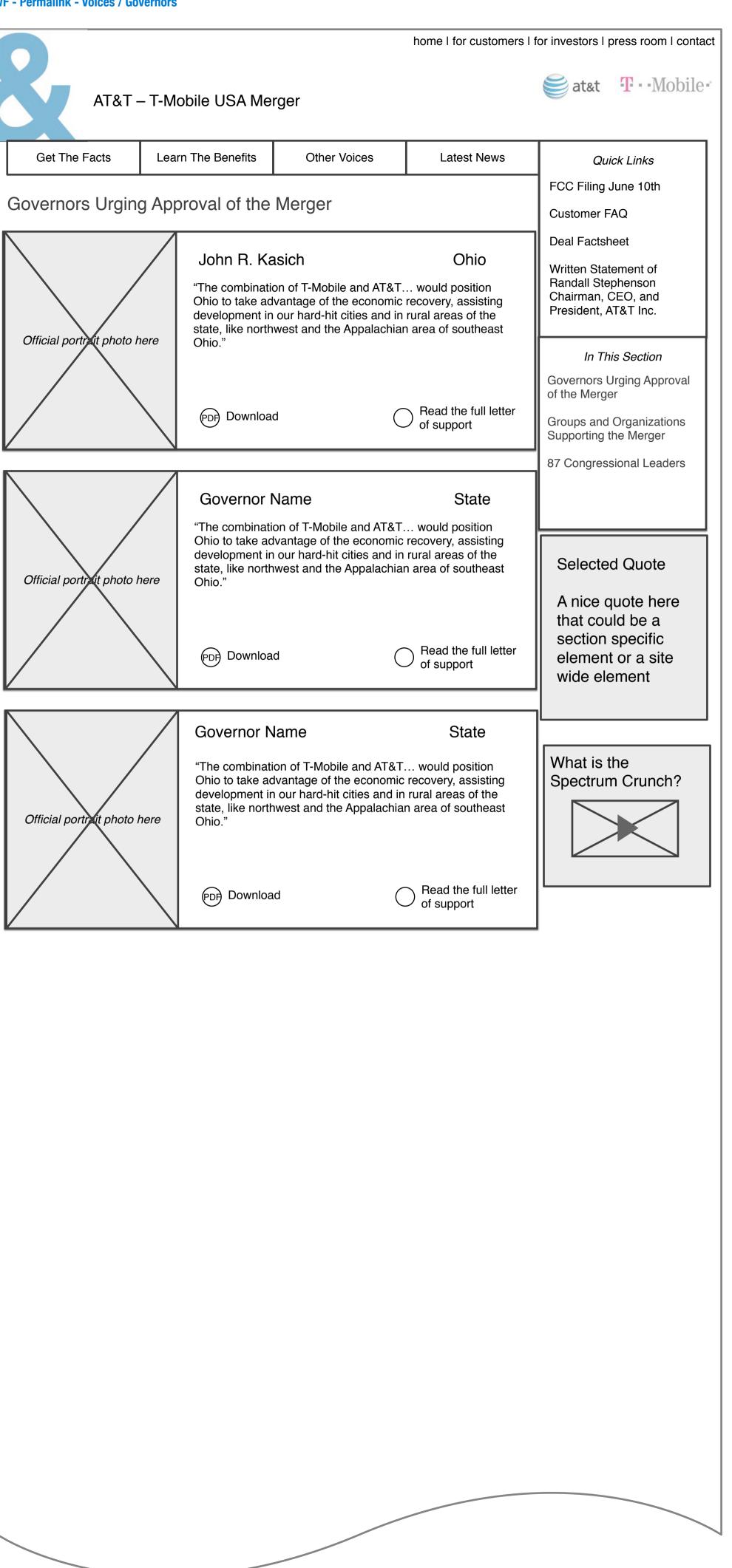


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AT&T – T-Mobile USA Merger

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Organization Nar	me	Organization Name		Orga	anization Name	Written Statement of Randall Stephenson Chairman, CEO, and President, AT&T Inc. In This Section Governors Urging Approval of the Merger Groups and Organizations Supporting the Merger	
Organization Nar	me	Organization Name		Orga	anization Name		
Organization Na	me	Organization Name		Orga	anization Name		
Organization Na	me	Organizati	on Name	Orga	anization Name		
Organization Na	me	Organizati	on Name	Orga	anization Name		

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Investor Presentations

AT&T + T-Mobile: A World-Class Platform for the

Future of Mobile Broadband [pdf] Webcast Transcript [pdf] Deal Factsheet

AT&T + T-Mobile: The Future of Mobile Broadband [pdf]

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Non-GAAP Wireless Reconciliation [xls]

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