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AT&T SETS POST-THANKSGIVING ONLINE TRAFFIC RECORD, SEES MORE SHOPPERS VISIT STORES AND ATT.COM TO RING UP HOLIDAY SAVINGS

*Start to Holiday Shopping Underscores Increased
Demand for AT&T Smartphones, Tablets and More*

DALLAS, Nov. 29, 2011 — A record increase in year-over-year customer traffic to att.com and double digit increase in AT&T retail store traffic created one of the busiest post-Thanksgiving shopping weekends in AT&T history.

With compelling holiday deals, including some of the hottest smartphones for just one penny, AT&T saw strong results including:

- Wireless shopping traffic at www.att.com was up 32 percent from Black Friday through the post-Thanksgiving weekend and Cyber Monday, compared to the same time last year
- New online wireless orders were up 15 percent compared with post-Thanksgiving weekend 2010
- Traffic in AT&T retail stores nationwide increased by double digits year-over-year

“Consumers were on the hunt for value and the best choice of wireless devices, and AT&T delivered with incredible prices and some of the hottest wireless options on the market,” said Phil Bienert, Senior Vice President, ATT.com.

Shoppers on Cyber Monday continued to take advantage of limited-time holiday savings, including a lineup of some of AT&T’s most popular [smartphones](#)—Motorola Atrix, Samsung Infuse, BlackBerry 9810, HTC Inspire and LG Thrill—all for one cent.

Customers can visit <http://www.att.com/shop/special-offers/> for more information on AT&T holiday offers.

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