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## **AT&T FINISHING YEAR WITH STRONG MOMENTUM; FAST NETWORK, MORE CAPACITY ENHANCE CUSTOMER EXPERIENCE**

### ***AT&T Completes 970 Improvements to San Diego Area Wireless Network***

**SAN DIEGO, DEC. 6, 2011** — AT&T\* is finishing 2011 with strong momentum as the company gains credit for its fast data network, massive network investment and a new shopping experience in retail stores.

“We are committed to delivering the best customer experience possible, and we are doing that by expanding network capacity to meet demand and improve service quality,” said Tammi Terrell, vice president and general manager in San Diego. “These improvements translate into tangible customer benefits.”

One of those benefits, Terrell said, is the superior data speed of the AT&T network for the iPhone. She said only AT&T’s network enables the new iPhone 4S to download three times faster\*\*, a benefit noted by many industry observers:

- **CNET** – “If you’re a multitasking speed hound who needs simultaneous voice and data, AT&T is your only option.” 10/06/2011
- **Laptop** – “AT&T’s iPhone 4S is just faster. And that’s why it’s your best bet.” 10/20/2011
- **The Huffington Post** - “AT&T is the only carrier that allows you to talk and surf the web on the iPhone. It is one of the biggest differentiators and advantages over Verizon and Sprint.” Jason Gilbert, 10/07/2011

Terrell said improving its network and service quality is a key driver of customer loyalty. In fact, despite the addition of new carriers offering the iPhone earlier this year, AT&T has added millions more iPhone customers, while seeing its rate of iPhone customer loyalty reach a record high through the 3rd quarter of 2011. In the fourth quarter, AT&T experienced its most successful iPhone launch in the company’s history when the iPhone 4S was introduced, and AT&T just set a post-Thanksgiving record for online traffic. That means customers are continuing to choose AT&T.

The ongoing program of capacity expansion and network improvements this year has led to a 34 percent decrease in 3G dropped call rates in the San Diego area. Customer demand for mobile broadband continues to grow at a record pace and the proposed T-Mobile merger will help AT&T improve the customer experience even more.

Terrell said that the company is engaging customers in new ways to learn how to continue improving the level of service and attention they receive at AT&T's retail stores.

Terrell also said that AT&T shared top honors for Overall Retail Store Satisfaction according to a recent study of wireless retail customer satisfaction done by a leading consumer research company. "Our people are experts in all the new devices and handsets. Customers really appreciate our ability to make things simple. We have so many great options, but we pride ourselves on finding what's best for each individual customer."

Terrell said AT&T recently changed how it receives feedback and ratings from customers who shop in their stores. "We send them a text within hours of them leaving our store," she said. "Customers have told us they would much rather receive a free text than an email. And record numbers of customers respond to our questions, helping us provide even better customer experience."

Terrell said AT&T is experimenting with how the retail store of the future will even better serve customers. "We are looking at more interaction; more ways for customers to experience how AT&T enhances their lives with our network and devices.

"We would love for even more of our customers to visit an AT&T store this holiday season. They will see a difference, and they will get to see some outstanding devices that make perfect holiday gifts, including a bracelet that wirelessly tracks sleep patterns and steps taken each day, and new wireless speakers that link with both handsets and tablets."

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*\*AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

*\*\* Claim based on national average iPhone 4S data speeds on AT&T's network vs. other U.S. networks.*

*\*\*\*Up to 10x claim compares 4G LTE download speeds to industry average 3G download speeds.*

## **About AT&T**

AT&T Inc. (NYSE:T) is a premier communications holding company and **one of the most honored companies in the world**. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse<sup>®</sup> and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.

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