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AT&T ADVERTISING & PUBLISHING ANNOUNCES NEW RESEARCH STRATEGY FOR 2008 AND BEYOND

AT&T Will Measure Usage for 275 Markets With M/A/R/C Research

ST. LOUIS, Jan. 23, 2008 — AT&T Advertising & Publishing, the nation's largest Yellow Pages publisher in terms of revenue, has adopted a new research strategy to enhance and increase the information provided to advertisers about the usage and value of its advertising products.

Beginning in January 2008, AT&T has retained M/A/R/C Research to measure usage in 275 directory areas, which represent more than 75 percent of advertisers' investment dollars for AT&T Advertising & Publishing. These markets will be supported by three types of quantifiable research: call-tracking studies, proprietary print and Internet Yellow Pages (IYP) studies and industry-standard "syndicated" methodology of which markets will be pre-announced and have same-day release from M/A/R/C research. The research will measure a rolling 12-month usage average, in addition to other key metrics that give a complete picture of how consumers are using AT&T Real Yellow Pages in their buying decisions.

As the new research strategy is implemented, 2008 will be a transition year. Results of 58 AT&T markets studied will be available as part of the 2007 Knowledge Network/SRI Syndicated Usage Study. Thirty of those markets will be studied again in the 2008 Knowledge Network/SRI Syndicated Usage Study. At the same time, AT&T will begin measuring usage with M/A/R/C Research.

"Broad-based, objective measurement of directory usage measurement is an important part of our strategy to offer proof of the value of our advertising products and to help businesses make smart ad-buying decisions," said Ken Ray, chief marketing officer for AT&T Advertising &

Publishing. "This third-party research supplements other efforts, including our expanded investment in call-tracking and measurement for businesses using our ad products, as well as our recent purchase of Ingenio, a leader in the pay-per-call capabilities. AT&T is committed to being a leader in the industry and will continue to participate in industry-sponsored testing and initiatives."

The M/A/R/C Research methodology exceeds standards set by the Advertising Research Foundation for Yellow Pages measurement, including a probability sample design, 12 months of interviews, book-to-phone verification of directory used within the past 30 days and a larger sample size, which provides greater precision in the results. Results from the M/A/R/C studies will be available in early 2009 and will include usage share, possession, preference and reach metrics.

M/A/R/C is a national marketing research firm with headquarters in Irving, Texas. Established in 1965, M/A/R/C has Yellow Pages experience with both AT&T and other directory publishers on a variety of projects including usage, scoping, demand studies, ad-tracking programs and customer satisfaction. M/A/R/C Research has been conducting research periodically for major publishers since the mid-1980s.

AT&T Advertising & Publishing is the largest directory company in the world in terms of revenue, and it publishes more than 1,250 directories in 22 states. AT&T Real Yellow Pages directories are referenced about 4 billion times annually and used, on average, more than three times as often as books published by the next closest competitor in AT&T-served markets. The company also offers online advertising options through YELLOWPAGES.COM, a leading Internet Yellow Pages and local search company. The YELLOWPAGES.COM Network receives more than 1 billion searches for local information each year.

Together, AT&T Advertising & Publishing and YELLOWPAGES.COM offer a full suite of advertising solutions to businesses, including print and online Yellow Pages advertising, Web design and e-Commerce capabilities, and search-engine marketing packages. AT&T also is the

only company to provide targeted advertising through an Internet Protocol television (IPTV) platform, now available in select markets as part of AT&T U-verseSM TV service.

For more information on the print directory or YELLOWPAGES.COM, please call AT&T Advertising & Publishing at 800-GET-REAL (438-7325) or visit online at <http://www.1800getreal.com>.

For additional information on M/A/R/C, visit <http://www.marcresearch.com>

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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