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RECEIVED-FPSC

10 JUL 15 PM 4:17

COMMISSION
CLERK

July 15, 2010

Ms. Ann Cole
Commission Clerk
Office of the Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

**Re: Docket No. 090082-TP
Petition by AT&T Florida for Waiver of Rule 25-4.040(2),
Florida Administrative Code**

Dear Ms. Cole:

Enclosed is an original and seven copies of Bellsouth Telecommunications, Inc. d/b/a AT&T Florida's Response to Staff's Request of June 22, 2010, which we ask that you file in the captioned docket. Confidential portions have been filed under a separate claim of confidentiality letter this same day.

Sincerely,

Manuel A. Gurdian

cc: Beth Salak
Jerry D. Hendrix
Gregory R. Follensbee
E. Earl Edenfield, Jr.

COM ___
APA ___
ECR ___
GCL 1
RAD 5
SSC ___
ADM ___
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PIF 1

DOCUMENT NUMBER-DATE

05826 JUL 15 0

FPSC-COMMISSION CLERK

CERTIFICATE OF SERVICE
Docket No. 090082-TP

I HEREBY CERTIFY that a true and correct copy of the foregoing was served via

Electronic Mail and First Class U.S. Mail this 15th day of July, 2009 to the following:

Charles Murphy
Staff Counsel
Florida Public Service
Commission
Division of Legal Services
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850
cmurphy@psc.state.fl.us



Manuel A. Gurdian

In Docket No. 090082-TL, AT&T Florida was granted a two-year rule waiver of the residential directory requirements of Rule 25-4.040(2), Florida Administrative Code, which requires the ILEC to furnish each subscriber a directory of local residential and business listings. During the two years the rule waiver remains in effect, AT&T Florida is to engage in public outreach seeking input from consumers regarding the implementation and effect of the rule waiver.

Since approximately one year has passed since the temporary waiver was granted, Staff requests the following:

REQUEST:

- a. Please identify what has been done to date to fulfill AT&T Florida's consumer outreach obligation.
- b. Please include any data specific consumer feedback obtained (e.g., survey results).

RESPONSE:

- a. Pursuant to the FPSC's July 8, 2009 Order Granting Rule Waiver, AT&T Florida has done the following public outreach in Jacksonville, Miami, West Palm Beach, Central Florida, Daytona, Fort Lauderdale, Deland, and New Smyrna Beach. Moreover, in 2010-2011, AT&T Florida intends to engage in similar public outreach in the following cities **BEGIN CONFIDENTIAL :** [REDACTED]

END CONFIDENTIAL.

1. To increase the awareness of the Consumer Choice program AT&T printed the verbiage, "To obtain a free copy of the residential white pages, please call 1-800-422-1955," on the front cover of its yellow pages directory in fourteen-point (14) type font. See Exhibit 1 sample attached.
2. In the Customer Guide section, AT&T has included a highlighted box at the bottom of the Community Information page that provides consumers with four options for obtaining free white page information; including 1) obtaining

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electronic access through www.RealPagesLive.com, 2) obtaining electronic access through yp.com, 3) requesting a FREE CD-ROM by calling a provided toll free number, 4) or by requesting a FREE printed Residential White Pages directory by either calling a provided toll free number or by internet access at att.com/mydirectories. See Exhibit 2 sample attached.

3. Also in the Customer Guide sections in both the Yellow Pages and White Pages, AT&T has included a half page ad providing the same information listed in part c, above. AT&T has also provided on this page of the Customer Guide, the '800' number and the word "free" highlighted in blue and in prominent type font. See Exhibit 3 sample attached.
 4. Inside the Yellow Pages directories, AT&T has included a color card stock tab that further provides customers all of the options on how to receive free white pages information and/or directories. See Exhibit 4 sample attached.
 5. Starting with the month the directory delivers and continuing for 2 months in each market, AT&T includes in the "News You Can Use" section of subscribers' bills, in both English and Spanish, the choices customers have to obtain free residential white page listings and other directory information. See Exhibit 5 for sample of billing language.
 6. In its October 29, 2009 Orlando Press Release, its January 14, 2010 Daytona Beach Press Release, its January 15 Palm Coast Press Release, and its January 22, 2010 Deland Press Release, AT&T announced options subscribers have to obtain free White Pages information and/or directories. See Exhibit 6 attached.
- b. AT&T Florida objects to this request to the extent it implies that AT&T Florida was ordered by the Commission in Docket No. 090082-TL to engage in "surveys" and other similar activity. See Order No. 09-0492 at p. 5 ("AT&T Florida shall go about public outreach through its own regular channels of public interaction"). Notwithstanding and without waiving said objection, AT&T Florida tracks by market, the number of requests it receives and the number of copies of White Pages books it distributes per market each month. Please see the 2009-2010 and 2010-2011 RWPC Markets tracking results attached as Proprietary and Confidential Exhibit 7.

012423 Jacksonville FL 10 ...Sharon
YP Cover Outside - Spotlight ad(s)

NEW SIZE 8" x 10 3/4" Book (trim)

REVIEWED
By sharon leonard at 2:16 pm, May 04, 2010

Exhibit 1
Page 1 of 1

at&t

The Real Yellow Pages®

Jacksonville

yp.com
THEYELLOWPAGES.COM

U.S. NAVY

U.S. NAVY

**Search Online at
YELLOWPAGES.COM™**

June 2011

To obtain a FREE copy of the printed residential white pages, please call 1-800-422-1955.

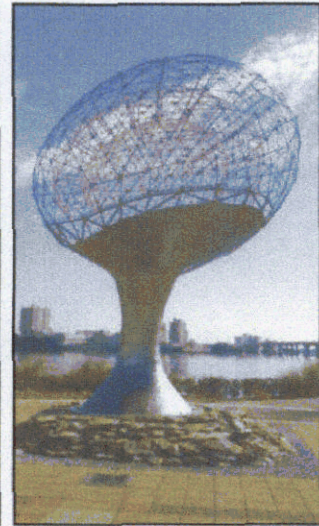
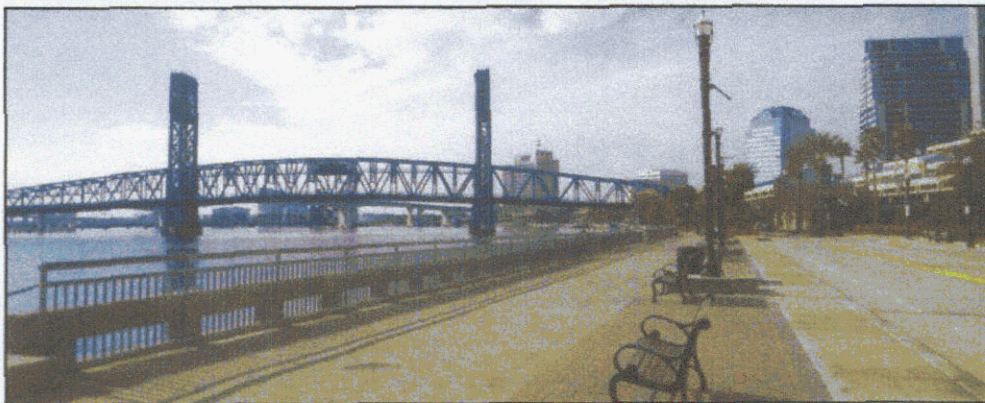
12423

Community Information Pages

AT&T Real Yellow Pages



Real **Jacksonville** solutions.™



Top Row L-R: Downtown Jacksonville, St. Joe Company building, St. Johns River, photos by Julian Palmer
Bottom Row L-R: Northbank, Tilly Fowler Memorial, photos by Julian Palmer

Contents

Newcomer	21	Sports	44
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Water Recreation	37	Area Zip Code Map	52
Arts	39	Hurricane & Severe Weather	53

For a FREE printed copy of the Jacksonville Residential White Pages Directory

AT&T is committed to exceeding the needs of our customers by providing you with choices as to how you can access your FREE Jacksonville Residential White Pages listings. You have the option of 1) using www.RealPagesLive.com, which includes the Jacksonville Residential White Pages, Business White Pages, Government Pages and the AT&T Real Yellow Pages, 2) using YP.COM, the new YELLOWPAGES.COM™, 3) requesting a FREE copy of the Jacksonville directory on CD-ROM, or 4) requesting a FREE copy of the printed Jacksonville Residential listings directory by calling 1-800-422-1955 or visiting att.com/mydirectories. You will continue to automatically receive printed copies of your local AT&T Real Yellow Pages directory that contains the Jacksonville Business White and Government Pages.



AT&T Advertising Solutions publishes quality classified directories, or yellow pages and is pleased to offer the Community Information Pages (CIP) as a public service. Much of the material contained herein has been provided by local community resources and is believed to be accurate. However, in view of its general nature and the fact that some of the information may be subject to change, we encourage use of the local community services for additional information for assistance. To submit modifications to existing Community Information Pages (CIP) information or to submit new information to be considered for inclusion in the CIP's please email: Graphic.CIP@bellsouth.com. AT&T assumes no responsibility for errors or omissions occurring in the Community Information Pages (CIP). Errors or omissions may be corrected in a subsequent issue if reported by letter to AT&T Advertising Solutions.

For a **FREE** printed copy of the Jacksonville Area Residential White Pages Directory, Call **1-800-422-1955**

AT&T is committed to exceeding the needs of our customers by providing you with choices as to how you can access your **FREE** Jacksonville Area Residential White Pages listings. You have the option of 1) using www.RealPagesLive.com, which includes the Jacksonville Area Residential White Pages, Business White Pages, Government Pages and the AT&T Real Yellow Pages, 2) using YP.COM, the new YELLOWPAGES.COMSM, 3) requesting a **FREE** copy of the Jacksonville Area directory on CD-ROM, or 4) requesting a **FREE** copy of the printed Jacksonville Area Residential listings directory by calling **1-800-422-1955** or visiting att.com/mydirectories. You will continue to automatically receive printed copies of your local AT&T Real Yellow Pages directory that contains the Jacksonville Area Business White and Government Pages.

The following four options are available to provide you with **FREE** access to the Jacksonville Area Residential White Pages listings:

- Electronic access through www.RealPagesLive.com
- Electronic access through yp.com
- Request a **FREE** CD-ROM for access to all Jacksonville Area Residential, Business, Government and Yellow Pages listings by calling **1-800-422-1955**
- Request a **FREE** printed Jacksonville Area Residential White Pages directory by calling **1-800-422-1955** or visit att.com/mydirectories



About The Publisher

Welcome to the AT&T Advertising Solutions family of directories. A division of AT&T, we publish in excess of 1,250 Yellow Pages titles across the nation. We offer a wide range of services to both users and advertisers, beginning with traditional paper products. In some markets we also offer advertising on the internet and in specialty print products.

A leading Internet Yellow Pages and local search site, YELLOWPAGES.COMTM delivers deep, rich advertiser content under the most intuitive URL in local search. YELLOWPAGES.COM provides users with a range of useful tools to make their search easier.

We appreciate the opportunity to serve you as your one-stop shop for telephone numbers, a shopping guide you can trust, and a showcase for your advertising needs. We're proud to have been serving your needs by publishing directories for over 100 years. We hope you will remember to turn to the AT&T Real Yellow Pages for real consumer and business solutions.



Directory Recycling

At AT&T, we strive to provide you with complete and accurate directories that meet your informational needs and are designed, manufactured, and published with an emphasis on environmental sustainability. Phone book paper is a material that can be used over and over again. We encourage you to recycle this directory when it becomes outdated. Phone books are typically accepted in curbside bins or at local recycling drop-off sites. Please refer to your local municipality or recycler to determine the local guidelines to recycle outdated phone books.

To Order A Directory For Cities Across the U.S. as well as Specialty Directories Call the Directory Sales Center ... 1-800-682-4000

(Note: Charges will apply for non-local directories.)

To request the delivery of fewer or no directories Call 1-866-329-7118 or visit att.com/mydirectories

To Advertise in the AT&T Real Yellow Pages or Online at YELLOWPAGES.COM
Call **1-800-GET-REAL (1-800-438-7325)**

You now have the following **FREE** options to choose how you access Residential White Pages listings for your area.



- 1) Electronic access through RealPagesLive.com.** Log onto <http://www.RealPagesLive.com>
- Select search criteria by either method:
 - Type in requested data and press enter
 - Select desired state from map, then select directory from populated list

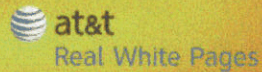
- Directory cover appears same as Yellow Page printed product
 - Search criteria available in multiple forms
 - Tabs at top for various directory types
 - Popular Categories search feature to the left
 - Page number search feature at the top
- Home page can be selected as a short-cut on your desktop for ease of use & accessibility

2) Electronic access through YP.COM

- Log onto <http://www.yp.com>
- Click on the tab "Find A Person" and enter desired information
- Home page can be selected as a short-cut on your desktop for ease of use & accessibility

- 3) You may order a FREE printed copy of the Residential White Pages directory by simply calling 1-800-422-1955 or go to att.com/mydirectories. Please allow 2 weeks for delivery.**

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BACK OF TAB

AT&T Offers More Choices On How To Access Residential White Pages Listings!

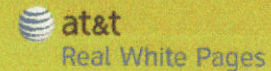


AT&T is committed to exceeding the needs of our customers by providing you with choices as to how you can access **FREE** Residential White Pages listings in your area.

You have the choice of using AT&T's two online options to access Residential White Pages listings. An online version of the printed directory can be found at www.RealPagesLive.com, including the Residential White Pages, Business White Pages, Government Pages and the AT&T Real Yellow Pages. Residential listings are also available at YP.COM. You will continue to automatically receive printed copies of the AT&T Real Yellow Pages and the Business White & Government Pages.

To order a **FREE** printed Residential White Pages directory or a CD-ROM that contains the Residential White Pages along with the Business White Pages, Government Pages and the AT&T Real Yellow Pages, please call 1-800-422-1955 or go to att.com/mydirectories.

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FRONT OF TAB

Enterprise Bill Page Message Request Form

Request ID: _____

(One message per request/region)

Estimated Volume: _____

Form must be completely filled out or it will be rejected

Region (Select One Only)	<input checked="" type="checkbox"/> SE	<input type="checkbox"/> MW	<input type="checkbox"/> SW	<input type="checkbox"/> National Local	<input type="checkbox"/> W
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*Section	<input checked="" type="checkbox"/> NYCU	<input type="checkbox"/> Important Information	<input type="checkbox"/> Terms/Cond (SE, SW and W)	<input type="checkbox"/> Carrier Mktg (WEST Only)	<input type="checkbox"/> End of Charges (WEST Only)
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*Message Type	<input checked="" type="checkbox"/> Mandatory	<input type="checkbox"/> Informative	<input type="checkbox"/> Advertising
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***Project Title: Residential White Pages Consumer Choice**

Requestor	██████████	Contact Number	██████████
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Product Manager	██████████	Contact Number	██████████
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Start Date (Calendar)	December, 2009	Bill Cycle (PG,BP,BR)	
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End Date (Calendar)	February, 2010	Bill Cycle (PG,BP,BR)	
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***Should an Emergency arise after business hours, please provide a contact number:**

Selection Criteria

Market Unit MW ONLY	<input type="checkbox"/> CS	<input type="checkbox"/> All Bus	<input type="checkbox"/> SB	<input type="checkbox"/> CB	<input type="checkbox"/> EB	<input type="checkbox"/> II	<input type="checkbox"/> ALL	
Market Unit SW ONLY	<input type="checkbox"/> Res	<input type="checkbox"/> All Bus	<input type="checkbox"/> Semi Pub	<input type="checkbox"/> Pub coin	<input type="checkbox"/> Dir	<input type="checkbox"/> Toll	<input type="checkbox"/> ALL	
Market Unit West ONLY	<input type="checkbox"/> Res	<input type="checkbox"/> All Bus	<input type="checkbox"/> General Bus	<input type="checkbox"/> Maj Bus	<input type="checkbox"/> Priority Bus	<input type="checkbox"/> GSA	<input type="checkbox"/> Public Sector	<input type="checkbox"/> ALL
Market Unit SE COU ONLY	<input checked="" type="checkbox"/> CS	<input checked="" type="checkbox"/> SB	<input checked="" type="checkbox"/> BBS	<input type="checkbox"/> Govt	<input checked="" type="checkbox"/> Intercon	<input type="checkbox"/> Coin	<input type="checkbox"/> ALL	

States (for N/L see page 3)	<input type="checkbox"/> AL	<input type="checkbox"/> IL	<input type="checkbox"/> AR	<input type="checkbox"/> CA
	<input checked="" type="checkbox"/> FL	<input type="checkbox"/> IN	<input type="checkbox"/> KS	<input type="checkbox"/> NV
	<input type="checkbox"/> GA	<input type="checkbox"/> MI	<input type="checkbox"/> MO	<input type="checkbox"/> ALL
	<input type="checkbox"/> KY	<input type="checkbox"/> OH	<input type="checkbox"/> OK	
	<input type="checkbox"/> LA	<input type="checkbox"/> WI	<input type="checkbox"/> TX	
	<input type="checkbox"/> MS	<input type="checkbox"/> ALL	<input type="checkbox"/> ALL	
	<input type="checkbox"/> NC			
	<input type="checkbox"/> SC			
	<input type="checkbox"/> TN			
	<input type="checkbox"/> ALL			
	Include Century Florida? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> N/A	MW	SW	West

BTN (External File) If BTN is selected—no other criteria can be used	<input type="checkbox"/> -Yes	MIST Website: http://mist.web.att.com If YES provide the MIST/CA&R contact name producing the input file
--	-------------------------------	--

If your message includes a phone number, did you verify if it is the most current number: -Yes -No -NA

USOCS	<input type="checkbox"/> And <input type="checkbox"/> OR	<input type="checkbox"/> Include	
		<input type="checkbox"/> Exclude	

CIC (Important Info only)	<input type="checkbox"/> Include	
	<input type="checkbox"/> Exclude	

NPA-NXX	<input type="checkbox"/> And <input type="checkbox"/> OR	<input checked="" type="checkbox"/> Include	NPA – 904, 305, 786, 386, 561, 772, 407, 321, 689
		<input type="checkbox"/> Exclude	

Account Status	<input type="checkbox"/> Include
-----------------------	----------------------------------

	<input type="checkbox"/> Exclude	
Class of Svc <input type="checkbox"/> And <input type="checkbox"/> OR	<input type="checkbox"/> Include	
	<input type="checkbox"/> Exclude	
OC&C ID (MW and SE Only)		

CIC (MCI or Sprint Invoice Only) or TCCID for End of Charges or Important Information (WEST Request Only)	
Text Code (for II Carrier Marketing Message) 5 position code: NNNNN (WEST Request Only)	

Message Copy	
1 st line: Title -(All Caps) with a maximum of 20 characters including spaces	
2 nd line: Message (Upper/Lower case): maximum of 6 lines	
ENGLISH	SPANISH
<p>AT&T Offers Choices</p> <p>Residential white pages directory listings along with other directory information are available free of charge at www.RealPagesLive.com and www.Yellowpages.com. If the directory you receive does not contain residential listings, a free printed copy or a CD-ROM of those listings may be requested by calling 1-800-422-1955.</p>	<p>AT&T Ofrece Opciones</p> <p>Los listados residenciales en las páginas blancas junto con otras informaciones en el directorio están disponibles gratis en www.realpageslive.com y www.yellowpages.com. Si el directorio que usted recibe no contiene los listados residenciales, puede solicitar una copia impresa o en CD-ROM de los listados, llamando al 1 800-422-1955.</p>

Special Instructions (Criteria or other requirements not handled by the form above)

APPROVALS			
Legal		Approval Date	12-11-09
Regulatory		Approval Date	12-11-09
Customer Experience		Approval Date	

National/Local State Selection

- | | | | | |
|-----------------------------------|--|---|---|-------------------------------------|
| <input type="checkbox"/> ALABAMA | <input type="checkbox"/> KENTUCKY | <input type="checkbox"/> NEVADA | <input type="checkbox"/> OREGON | <input type="checkbox"/> VIRGINIA |
| <input type="checkbox"/> ARIZONA | <input type="checkbox"/> LOUISIANA | <input type="checkbox"/> NEW HAMPSHIRE | <input type="checkbox"/> PENNSYLVANIA | <input type="checkbox"/> WASHINGTON |
| <input type="checkbox"/> COLORADO | <input type="checkbox"/> MARYLAND | <input type="checkbox"/> NEW JERSEY | <input type="checkbox"/> RHODE ISLAND | <input type="checkbox"/> WASH,DC |
| X FLORIDA | <input type="checkbox"/> MASSACHUSETTS | <input type="checkbox"/> NEW YORK | <input type="checkbox"/> SOUTH CAROLINA | <input type="checkbox"/> W. VA |
| <input type="checkbox"/> GEORGIA | <input type="checkbox"/> MINNESOTA | <input type="checkbox"/> NORTH CAROLINA | <input type="checkbox"/> TENNESSEE | |
| <input type="checkbox"/> INDIANA | <input type="checkbox"/> MISSISSIPPI | <input type="checkbox"/> OHIO | <input type="checkbox"/> UTAH | <input type="checkbox"/> ALL |



News Release

For more information, contact:

Gretchen Schultz

Office: (407) 237-3324

E- mail: gschultz@attnews.us

THE ORLANDO SHAKESPEARE THEATER IN PARTNERSHIP WITH UCF FEATURED ON COVER OF 2009 AT&T REAL YELLOW PAGES COMPANION DIRECTORY

ORLANDO, Fla., Oct. 29, 2009 –The Orlando Shakespeare Theater in partnership with UCF is featured on the cover of the new AT&T Real Yellow Pages Companion directory. The theater's entrance, with William Shakespeare's image prominently displayed is on the cover.

More than 762,000 copies of this AT&T Real Yellow Pages Companion directory have been produced for distribution in the area this year. Delivery is underway and continues through Dec. 10.

"We are proud to feature The Orlando Shakespeare Theater in partnership with UCF on the cover of the new Central Florida AT&T Real Yellow Pages Companion directory," said Victoria A. Davis, area marketing manager, AT&T Advertising Solutions. "We continually work to make our directory covers special on the outside, and tailor the community information inside our directories to best meet the needs of local residents and businesses."

With Shakespeare as its standard and inspiration, the Orlando Shakespeare Theater produces bold professional theater, develops new plays, and provides innovative educational experiences that enrich the community. The theater produces quality events that encourage the actor-audience relationship, embraces the passionate use of language, and ignites the imagination.

"We're thrilled the Orlando Shakespeare Theater is featured on the new directory cover," said Jim Helsing, artistic director. "This means that for the next year, this beautiful facility with all it has to offer will be front and center anytime someone uses a directory, reminding residents and visitors of our commitment to professionalism, creativity, and community enrichment."

Combined, AT&T's print and online products receive more than 5 billion consumer searches a year for local business information, and provide more than 1 million advertisers with valuable sales leads to help their businesses grow. We offer a full suite of advertising search products that enables businesses and customers to connect anytime, anywhere. In addition to our print directories, we provide information through YELLOWPAGES.COM, RealPagesLive.com, YPmobile, YP411, and more.

As new books are delivered, Central Florida-area area businesses and residents are encouraged to recycle their outdated directories. AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. Residents and businesses can call the AT&T Real Yellow Pages Project ReDirectory help line, listed on the directory cover, at 800-953-4400 for directory recycling information in this community.

Central Florida customers now have the opportunity to choose if they want to receive a printed copy of the AT&T residential white pages directory. Local residential listings are available online at realpageslive.com and YELLOWPAGES.com for no charge. Central Floridians who prefer a printed residential white pages directory may call 800-422-1955 to receive delivery of a complimentary directory.

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

**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.*

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, the nation's fastest 3G network and the best wireless coverage worldwide, and the nation's leading 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 their three-

screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2009, AT&T again ranked No. 1 in the telecommunications industry on *FORTUNE*[®] magazine's list of the World's Most Admired Companies. 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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For more information, contact:

Gretchen Schultz
Office: (407) 237-3324
E- mail: gschultz@attnews.us

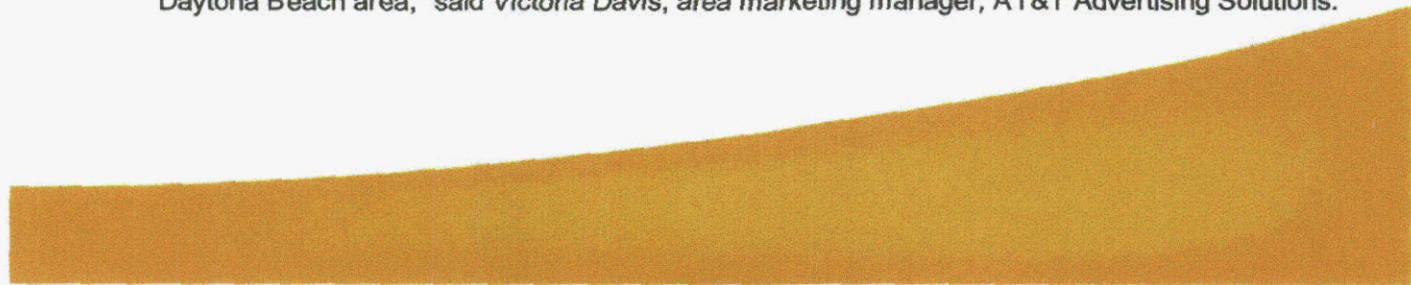
DAYTONA MUSEUM OF ARTS AND SCIENCES FEATURED ON COVER OF 2010 AT&T REAL YELLOW PAGES DIRECTORIES

DAYTONA BEACH, Fla., Jan. 14, 2010– The Daytona Museum of Arts and Sciences is featured on the cover of the new AT&T Real Yellow Pages directories. The Museum of Arts and Sciences is the primary art, history and science museum in Central Florida. Located on a 90-acre Florida nature preserve, the 100,000 square foot facility is host to over 30,000 objects.

More than 202,000 copies of the directories serving the Daytona Beach area have been produced for distribution in the area this year. Directory delivery is underway and continues through Feb. 8. The directory will also be available to new residents and businesses throughout the year.

The companion directory, which features the Daytona Beach Symphony Society, is a smaller, more portable version of the traditional print directory designed for on-the-go consumers. More than 170,000 of these have been produced for distribution. The Daytona Beach Symphony Society is a not-for-profit organization dedicated to enriching the community with a wide variety of musical and cultural programs.

"We are proud to feature Daytona Museum of Arts and Sciences and the Daytona Beach Symphony Society on the covers of our new AT&T Real Yellow Pages directories for the Daytona Beach area," said Victoria Davis, area marketing manager, AT&T Advertising Solutions.



“We continually work to make our directory covers special on the outside, and tailor the community information inside our directories to best meet the needs of local residents and businesses.”

Founded in 1955, the museum houses the finest collection of American Art in the southeast, the largest collection of Cuban art outside of Cuba, a significant Chinese art collection, and Florida’s prehistoric Giant Ground Sloth. The museum’s theater, planetarium, and children’s center make for a truly interactive experience.

“We’re thrilled the Daytona Beach Museum of Arts and Sciences is featured on the new AT&T Real Yellow Pages directory cover,” Wayne D. Atherholt, executive director of the Museum of Arts and Sciences. “This means that for the next year, this wonderful facility with all it has to offer will be front and center anytime someone uses a directory, reminding residents and visitors about the museum and planetarium.”

As new books are delivered, Daytona Beach area businesses and residents are encouraged to recycle their outdated directories. AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. Residents and businesses can call the AT&T Real Yellow Pages Project ReDirectory help line, listed on the directory cover, at 800-953-4400 for directory recycling information in this community.

AT&T Advertising Solutions offers the most effective, full suite of advertising search products that enables advertisers to connect with potential customers anytime, anywhere. In addition to our print directories, we provide search information through YELLOWPAGES.com, RealPagesLive.com, CD-ROMs, placement on the most popular search engines, Web sites and mobile devices. Combined, these print and online products receive more than 5 billion consumer searches a year for local business information and provide more than 1 million advertisers with valuable sales leads to help their businesses grow.

Daytona Beach customers now have the opportunity to choose if they want to receive a printed copy of the AT&T residential white pages directory. Local residential listings are available online at RealPagesLive.com and YELLOWPAGES.com for no charge. Those who prefer a printed residential white pages directory may call 800-422-1955 to receive delivery of a complimentary directory. Instructions explaining customers' options for accessing free residential white page listings, including this toll-free number to request a printed residential white pages directory, will appear on the cover of the Real Yellow Pages and in multiple places within that directory.

For more information on the print directory or YELLOWPAGES.COM, please call AT&T Advertising Solutions at 1-800-392-2355, or visit online at <http://www.1800getreal.com>.

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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, the nation's fastest 3G network and the best wireless coverage worldwide, and the nation's leading 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 their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2009, AT&T again ranked No. 1 in the telecommunications industry on *FORTUNE*[®] magazine's list of the World's Most Admired Companies. 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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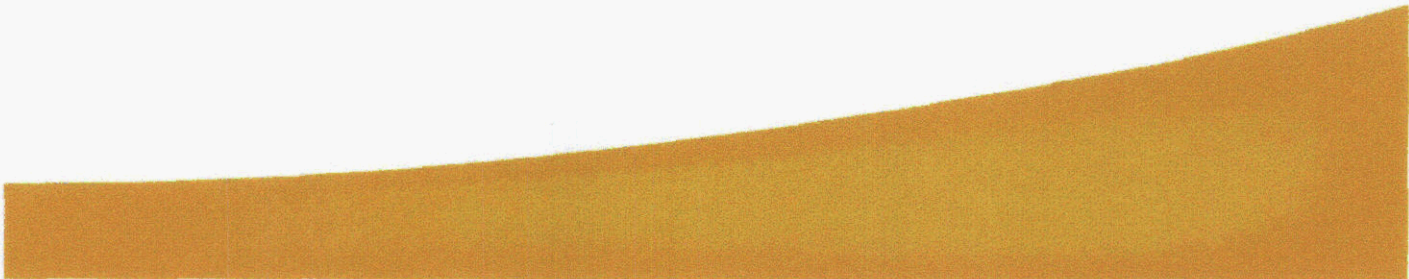
FLAGLER BEACH FEATURED ON COVER OF 2010 AT&T REAL YELLOW PAGES DIRECTORIES

PALM COAST, Fla., Jan. 15, 2010– Beautiful Flagler Beach is featured on the cover of the new AT&T Real Yellow Pages directory serving the Palm Coast area. This largely untouched area on Florida's Atlantic Coast offers residents and visitors excellent biking, fishing, and surfing.

More than 48,000 copies of the directories serving the Palm Coast area have been produced for distribution in the area this year. Directory delivery is underway and continues through Feb. 4. The directory will also be available to new residents and businesses throughout the year.

"We are proud to feature Flagler Beach on the cover of our new AT&T Real Yellow Pages directories for the Palm Coast area," said Victoria Davis, area marketing manager, AT&T Advertising Solutions. "We continually work to make our directory covers special on the outside, and tailor the community information inside our directories to best meet the needs of local residents and businesses."

Flagler Beach is home to Gamble Rogers Memorial State Recreation Area, a 144 acre Florida state park located between the Atlantic Ocean and the Intra-Coastal Waterway on SR A1A. The park, named for Florida folk singer Gamble Rogers, is about 18 miles north of Daytona Beach and about 30 miles south of St. Augustine.



As new books are delivered, Palm Coast area businesses and residents are encouraged to recycle their outdated directories. AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. Residents and businesses can call the AT&T Real Yellow Pages Project Redirectory help line, listed on the directory cover, at 800-953-4400 for directory recycling information in this community.

AT&T Advertising Solutions offers the most effective, full suite of advertising search products that enables advertisers to connect with potential customers anytime, anywhere. In addition to our print directories, we provide search information through YELLOWPAGES.com, RealPagesLive.com, CD-ROMs, placement on the most popular search engines, Web sites and mobile devices. Combined, these print and online products receive more than 5 billion consumer searches a year for local business information and provide more than 1 million advertisers with valuable sales leads to help their businesses grow.

Palm Coast customers now have the opportunity to choose if they want to receive a printed copy of the AT&T residential white pages directory. Local residential listings are available online at RealPagesLive.com and YELLOWPAGES.com for no charge. Those who prefer a printed residential white pages directory may call 800-422-1955 to receive delivery of a complimentary directory. Instructions explaining customers' options for accessing free residential white page listings, including this toll-free number to request a printed residential white pages directory, will appear on the cover of the Real Yellow Pages and in multiple places within that directory.

For more information on the print directory or YELLOWPAGES.COM, please call AT&T Advertising Solutions at 1-800-392-2355, or visit online at <http://www.1800getreal.com>.

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GATEWAY CENTER FOR THE ARTS FEATURED ON COVER OF 2010 AT&T REAL YELLOW PAGES DIRECTORIES

DELAND, Fla., Jan. 22, 2010– The Gateway Center for the Arts is featured on the cover of the new AT&T Real Yellow Pages directories. The multipurpose, handicapped accessible community cultural arts center is the home of Gateway Art League, the Photo Group, Children's Play House, Gateway Community Theater, and Gateway Orchestra.

More than 109,000 copies of the directories serving the DeLand area have been produced for distribution in the area this year. Directory delivery is underway and continues through Feb. 5. The directory will also be available to new residents and businesses throughout the year.

"We are proud to feature Gateway Center for the Arts on the cover of our new AT&T Real Yellow Pages directories for the DeLand area," said Victoria Davis, area marketing manager, AT&T Advertising Solutions. "We continually work to make our directory covers special on the outside, and tailor the community information inside our directories to best meet the needs of local residents and businesses."

This cultural arts facility provides studio classrooms, a kiln room, gallery space, and an auditorium for concerts, theater, ballet, banquets and business seminars.

"We're thrilled the Gateway Center for the Arts is featured on the new AT &T Real Yellow Pages directory cover," said Sandra Wilson, director and CEO. "This means that for the next year, this wonderful facility with all it has to offer will be front and center anytime someone uses a

directory, reminding residents and visitors about the center and our goal of encouraging and perpetuating the appreciation of artistic endeavors.”

As new books are delivered, DeLand area businesses and residents are encouraged to recycle their outdated directories. AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. Residents and businesses can call the AT&T Real Yellow Pages Project ReDirectory help line, listed on the directory cover, at 800-953-4400 for directory recycling information in this community.

AT&T Advertising Solutions offers the most effective, full suite of advertising search products that enables advertisers to connect with potential customers anytime, anywhere. In addition to our print directories, we provide search information through YELLOWPAGES.com, RealPagesLive.com, CD-ROMs, placement on the most popular search engines, Web sites and mobile devices. Combined, these print and online products receive more than 5 billion consumer searches a year for local business information and provide more than 1 million advertisers with valuable sales leads to help their businesses grow.

DeLand customers now have the opportunity to choose if they want to receive a printed copy of the AT&T residential white pages directory. Local residential listings are available online at RealPagesLive.com and YELLOWPAGES.com for no charge. Those who prefer a printed residential white pages directory may call 800-422-1955 to receive delivery of a complimentary directory. Instructions explaining customers' options for accessing free residential white page listings, including this toll-free number to request a printed residential white pages directory, will appear on the cover of the Real Yellow Pages and in multiple places within that directory.

For more information on the print directory or YELLOWPAGES.COM, please call AT&T Advertising Solutions at 1-800-392-2355, or visit online at <http://www.1800getreal.com>.

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EXHIBIT 7 (2 PAGES) CONFIDENTIAL
FILED UNDER CLAIM OF CONFIDENTIALITY LETTER
DATED JULY 15, 2010