AT&T Mobility Offer
Program For Employees of Blue Cross Blue Shield

Presented By:
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New Custom Mobility Offer From AT&T*

• 21% Monthly Service Discount.

• $100 activation credit for new service.

• 20% accessory discount (Premier website)

Custom Device offerings:
• Samsung Galaxy S4 @ $99.99
• HTC Mini @ $99.99
• Moto X @ $99.99

Current Offers Include:
• $18 upgrade
• Device Discounts
• Eligible for all promotions

*Subject to terms, conditions, and eligibility.
AT&T Mobile Share® Value Plans

With unlimited talk and text with shared data on up to 10 devices.
NOW INCLUDES: Unlimited International messaging from the U.S.* to the world.
Plus, with AT&T Locker get 50GB of free storage for your photos, videos and documents.+ 

**STEP 1:** Choose data to share.  
<table>
<thead>
<tr>
<th>Great value for single lines</th>
<th>Great value for families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Share Value with Unlimited Talk &amp; Text per month</td>
<td>300MB</td>
</tr>
<tr>
<td></td>
<td>$20</td>
</tr>
</tbody>
</table>

**STEP 2:** Add smartphones to your plan. 
<table>
<thead>
<tr>
<th>with 300MB – 6GB plans</th>
<th>with 10GB – 50GB plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Annual Service Contract†</td>
<td>$25/mo</td>
</tr>
<tr>
<td>2-year Agreement</td>
<td>$40/mo</td>
</tr>
</tbody>
</table>

*Includes unlimited messages received or sent from the U.S. Messaging capabilities and availability varies by country. Add1 restr. apply. See att.com/text2world for details.
†Usage of AT&T Locker may incur data charges. Data rates apply.
‡With AT&T Next (where available) or when you purchase your smartphone at full retail price. Also eligible if you are out of your annual contract or if you bring your own device.

**STEP 3:** Add more devices to your plan. 
<table>
<thead>
<tr>
<th>Basic &amp; Messaging Phones</th>
<th>Tablets and Connected Devices</th>
<th>Laptops, LaptopConnect, Mobile Hotspot Devices &amp; Netbooks</th>
<th>AT&amp;T Wireless Home Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Talk &amp; Text and Shared Data</td>
<td>Shared Data</td>
<td>Shared Data</td>
<td>Unlimited Nationwide Calling (no text or data)</td>
</tr>
<tr>
<td>300MB – 6GB</td>
<td>10GB – 50GB</td>
<td>$10/mo</td>
<td>$20/mo</td>
</tr>
<tr>
<td>$20/mo or $15/mo</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No roaming or long distance charges nationwide.
Discount Comparison

<table>
<thead>
<tr>
<th>Monthly Service Charge</th>
<th>After Apply Old Discount (19%)</th>
<th>After Apply New Discount (21%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 MSC</td>
<td>$81 MSC</td>
<td>$79 MSC</td>
</tr>
<tr>
<td>$150 MSC</td>
<td>$121.50 MSC</td>
<td>$118.50 MSC</td>
</tr>
<tr>
<td>$200 MSC</td>
<td>$162 MSC</td>
<td>$158 MSC</td>
</tr>
</tbody>
</table>

**New Mobile Share Value comparison to old Family rate plan**

**Typical Old Family rate plan**
1,400 Talk Time at $89 (after 21% discount = $70.31)
4 addl’ lines $40; 3 data plans @ 3GB/$90 (after discount = $71.10); Unlimited Text $30

Total charges $171.41

**NEW Mobile Share Value**
10 GB Shared Data $100 (after 21% Discount = $79)
4 additional lines (smartphones) $60
Unlimited Talk & Text Included!

Total charges $139

Old Family Rate Plan total $171.41
New Mobile Share Value -$139.00
Savings $32.41 Monthly or $388.92 Annually

More Data on Mobile Share Value for lower the Cost!
### What You Can Do with a GB

<table>
<thead>
<tr>
<th>You Can Do All of This With Your Data</th>
<th>3GB</th>
<th>5GB</th>
<th>One hour of data consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emails sent/received</td>
<td>5,000</td>
<td>7,000</td>
<td>Streaming HD Movies</td>
</tr>
<tr>
<td>Emails with attachments</td>
<td>1,600</td>
<td>2,200</td>
<td>Standard Video Clips</td>
</tr>
<tr>
<td>Hours of streaming music</td>
<td>35</td>
<td>75</td>
<td>Streaming Audio</td>
</tr>
<tr>
<td>Webpages viewed</td>
<td>4,000</td>
<td>5,600</td>
<td>Email</td>
</tr>
<tr>
<td>Apps/games/songs downloaded</td>
<td>50</td>
<td>70</td>
<td>Social Media</td>
</tr>
<tr>
<td>Social media posts with photos uploaded</td>
<td>700</td>
<td>1,400</td>
<td></td>
</tr>
<tr>
<td>Minutes of streaming video</td>
<td>140</td>
<td>160</td>
<td>Streaming video consumes the most data of all possible activities and is often the reason customers are among the top 5% of heaviest users.</td>
</tr>
</tbody>
</table>
AT&T Next

$0 down and get a new smartphone every year.

No down payment | No activation fee | No upgrade fee | No financing fee

SO HOW DOES IT WORK?

**STEP 1**
Choose any one of our latest smartphones. You only pay taxes up front. There’s no down payment and no activation fee or upgrade fee.

**STEP 2**
A low monthly installment plan is added to your bill. Plans range from $15 to $50 for smartphones.*

**STEP 3**
Anytime after 12 monthly payments, you have the option to trade in your phone for a brand new device.
Or choose to keep it, and after 20 months, there are no more installment payments.

*If you cancel wireless service remaining device balance becomes due.

Technology doesn’t wait. Neither should you.
PROMOTIONS*

- $100 Discount off price of Tablet/iPad.

- $100 activation credit, National Promotion Limited time only (expires 3/31/2014)

- Trade your smartphone for cash:
  https://tradein-program.att.com

- Refer Family and Friends and earn up to $575:
  www.att.com/refer

- $5 credit on Toggle Service (expires 6/30/2014)

- Unlimited international messaging from the US to the World on Mobile Share Plans.

- International Calling with World Connect Value at $5 a month.

*Subject to terms, conditions, and eligibility.
Employee Process to Obtain AT&T Mobility Services

- Contact National Business Ordering at 800-331-0500

- Visit a Local AT&T Retail Store
  To find a Local Retail Store:
  ATT.com/find-a-store
  If you visit a local AT&T store, please have proof of eligibility (employee badge, paystub)
  Mention Employee Foundation Account Number: (BCBSKS FAN # GSM 02394909)