

Current Status and Launch Plans for iPhone

May 11th, 2007

OVERVIEW:

In January AT&T and Apple announced the June launch of the ground breaking iPhone combining three amazing products – a revolutionary phone, widescreen iPod, and Internet communication device – into one small, lightweight handheld with touch-screen control. AT&T will be the only wireless carrier in the U.S. launching iPhone and will have exclusivity for the foreseeable future.

iPhone from AT&T offers the “Your Music, Your Way” strategy of providing consumers access to music in a method of their choosing.

KEY SELLING POINTS:

iPhone reinvents the phone with a simple user friendly interface with multi-touch display, powerful software, and robust applications. Some of the top features include:

- Revolutionary phone
- Widescreen iPod with touch controls
- Internet in your pocket
- Revolutionary multi-touch User Interface
- Advanced software 5 years ahead of any phone



CRITICAL INFORMATION:

How to handle customers requesting iPhone information before launch

Customers who want more information should be directed to AT&T’s website www.att.com/iphone or for online demos and device information direct customers to Apple’s web site at www.apple.com/iphone

Key Facts:

- iPhone will be available sometime in June. ***The exact date has not been announced, specific dates should not be provided to customers.***
- Sales for the iPhone will be on a first come, first served basis. ***No wait list of names will be taken and NO pre-selling is allowed.***
- Two models of the iPhone will be available, a 4GB will retail at \$499 and an 8GB will retail at \$599. ***If asked what the price will be, answer that the prices have been announced as \$499 for the 4G and \$599 for the 8G, respectively There should NOT be any additional speculation/discussion about pricing.***

AT&T will be the exclusive wireless carrier in the US.

Training

Prior to the iPhone launch there will be a number of training opportunities for COR managers and sellers that will be delivered via web based training, workbooks and other product materials. Stay tuned for more information on dates and times.

CSP

Coming soon there will be a dedicated section in CSP for iPhone. This page will contain a product overview, training materials, provisioning steps, and additional information about iPhone. Information on this page will be updated on a regular basis so always check back for the most up to date content.

