Attachment A

2003 Analyst Conference

OPPORTUNITY LEADERSHIP EXECUTION

Marketplace Execution

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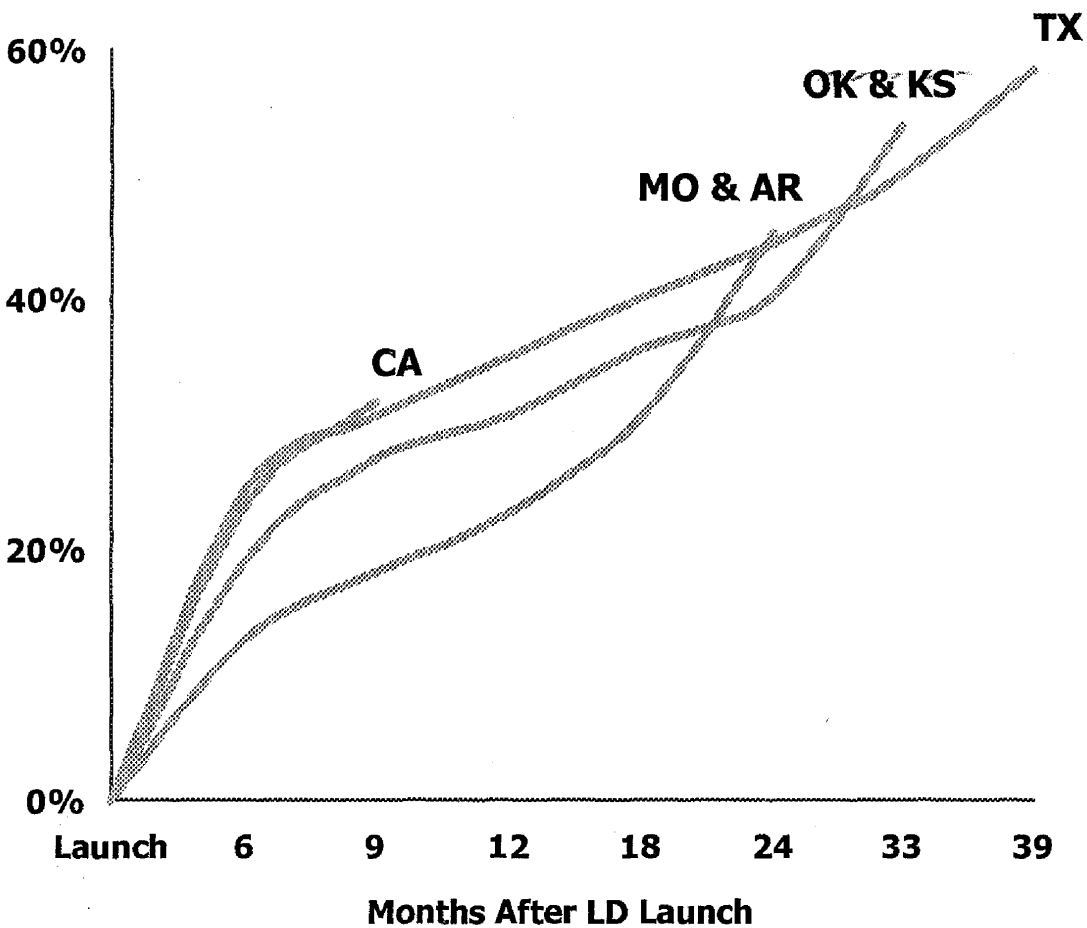
Positioning for the Future: Consumer

Compelling Offers	Market Stimulation	Increased Sales Coverage	Unmatched Service
"Nobody beats our bundles" Unlimited LD: $20 SBC Yahoo! DSL: $26.95 Cingular Wireless 20% discount	**Doubled ad spend '03 over '02**	**Expanded channels** Best Buy, Radio Shack, Sam's Club	**Best-in-class customer satisfaction**

Rapid LD Consumer Adoption

Consumer InterLATA
LD PICs as a % of Retail Voice Access Lines



- Michigan **outpacing** West and Southwest launches
- Adoption curve is **strongest in first two quarters** after launch
- Adoption **continues to increase** well after initial launch

Consumer retail penetration equals SBC's consumer LD lines divided by SBC's consumer retail lines.