



RETAILERS
ASSOCIATION *of*
MASSACHUSETTS

The Voice of Retailing

April 25, 2005

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
9300 East Hampton Drive
Capitol Heights, MD 20743

Re: WC Docket No. 05-65; SBC Communications Inc. and AT&T Corp.
Applications for Approval of Transfer of Control.

Dear Ms. Dortch:

The Retailers Association of Massachusetts supports the merger of SBC Communications and AT&T. The merger is the result of a healthy, efficient, competitive telecommunications market and a solid value proposition for the 2,500 small and large members of the Retailers Association of Massachusetts.

Small and large retailers are just like other customers. We're becoming more demanding about value. We want new. We want better. And we want now. The combined SBC and AT&T company will be better positioned to deliver on such a value proposition. Together they will be stronger, more responsive to customers and more innovative in delivering new technologies.

Advances in communications technology have allowed retailers to create a more specialized buying experience for customers. With the right cutting-edge technology offered by these types of combined companies, small independent retailers can create the more personalized experience for shoppers that is needed to gain a competitive edge.

Our members will benefit greatly from the synergies of the combined SBC and AT&T company who will be able to deliver big-business solutions to small- and mid-sized businesses.

Sincerely,

Jon Hurst
President
Retailers Association of Massachusetts