

# iPhone Coming June 29



Only on the new  at&t

# Say hello to iPhone.



Only on the new  at&t

APPLE - IPHONE AT&T PRE-LAUNCH & LAUNCH  
2 OF 7  
LAUNCH POSTER.

Apple iPhone. It's here.  
In stock and available now.



Only on the new  at&t

APPLE - IPHONE AT&T PRE-LAUNCH & LAUNCH  
3 OF 7  
IN STOCK & AVAILABLE NOW POSTER.

# Love at first touch. iPhone



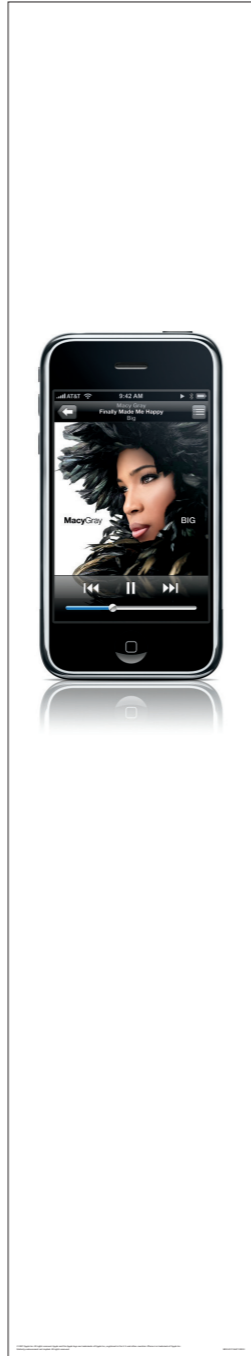
Only on the new  at&t

APPLE - IPHONE AT&T PRE-LAUNCH & LAUNCH  
4 OF 7

16GB REFRESH POSTER.



iPhone accessories



APPLE - IPHONE AT&T PRE-LAUNCH & LAUNCH  
5 OF 7

AT&T IPHONE ACCESSORY FIXTURE.

**iPhone**

4GB \$499  
8GB \$599

Large multi-touch display  
WideScreen Video iPod  
Full featured web browser  
Desktop-class email  
Visual Voicemail

Push-to-Call QWERTY keyboard  
Google Maps  
Photo Management Application  
Bluetooth capability  
Mac and Windows compatibility

**AT&T Service Plans**

Stand-alone plans (new customers)

Nation	450	900	1350	4000	Unlimited
Monthly Price	\$59.99	\$79.99	\$99.99	\$119.99	\$199.99

FamilyTalk Plans

4GB	100	100	100	100	Unlimited
Monthly Price	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99

Media Packages (existing customers)

Phone Connect	000	000	000	000
Monthly Price	\$0.00	\$0.00	\$0.00	\$0.00

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# iPhone

8GB  
**\$399**

16GB  
**\$499**

## AT&T Plans for iPhone

All plans include Unlimited Data (Email/Web), Visual Voicemail, and 200 SMS Text Messages in the U.S.

### AT&T Nation<sup>SM</sup> Plans

<b>\$59.99</b> 450 minutes	<b>\$79.99</b> 900 minutes	<b>\$99.99</b> 1350 minutes	<b>\$119.99</b> Unlimited minutes
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### AT&T FamilyTalk<sup>SM</sup> Plans

<b>\$109.99</b> 700 minutes	<b>\$129.99</b> 1400 minutes	<b>\$149.99</b> 2100 minutes	<b>\$179.99</b> 3000 minutes
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<b>\$239.99</b> 4000 minutes	<b>\$339.99</b> Unlimited minutes
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### Data Plans for Existing Customers

Includes Unlimited Data (Email/Web) and Visual Voicemail.

<b>\$20.00</b> 200 SMS text	<b>\$30.00</b> 1500 SMS text	<b>\$40.00</b> Unlimited SMS text
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### Enterprise Data Plans

AT&T now offers iPhone corporate rate plans and billing. To learn more, talk to an AT&T representative or your corporate telecommunications manager.

Minimum new two-year wireless service agreement with AT&T required to activate all iPhone features including iPod. FamilyTalk Plan includes two lines; additional iPhone lines are \$29.99 each; \$129.99 for an additional FamilyTalk Plan. Additional rate plans available. AT&T also imposes monthly a Regulatory Cost Recovery Charge of up to \$1.25 to help defray costs incurred in complying with State and Federal telecom regulations; State and Federal Universal Service Charges; and surcharges for customer-based and revenue-based state and local assessments on AT&T. These are not taxes or government-required charges. Other conditions and restrictions apply. See contract and rate plan brochure for details. Subscriber must live and have a mailing address within AT&T's owned wireless network coverage area. No discounts available on unlimited calling plans. Up to \$36 activation fee applies. Early Termination Fee: None if cancelled in the first 30 days; thereafter \$175. TM and © 2008 Apple Inc. All rights reserved. © 2008 AT&T Knowledge Ventures. All rights reserved. AT&T is a trademark of AT&T Knowledge Ventures and/or AT&T affiliated companies. MER MS T 0308 10501 E

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APPLE - IPHONE AT&T PRE-LAUNCH & LAUNCH 6 OF 7

AT&T RATE CARD(S). A TYPICAL EXAMPLE OF THE MINUTE OF MINOR DESIGN CHANGES FOR JUST A SIMPLE RATE CARD. THIS IS JUST A SAMPLING OF THE OVER 33 VERSIONS OF THIS RATE CARD. THE FINAL RATE CARD IS SHOWN ON RIGHT.

Watch



Only on at&t

Jam



Only on at&t

Watch



Only on at&t

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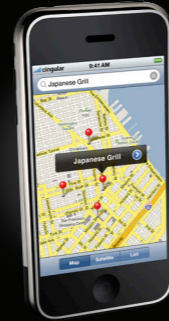
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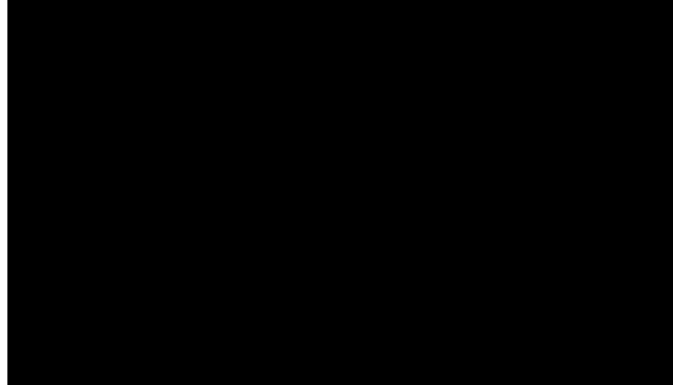
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7 OF 7  
LENTICULAR POSTER CONCEPT FOR AT&T STORES.



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