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## AT&T Enhances Mobile Broadband Coverage in Scottsdale and North Phoenix

Growing Distributed Antenna System Provides Additional Capacity to Help Enhance Wireless Experience for Scottsdale and North Phoenix Customers

PHOENIX, Sept. 13 /PRNewswire/ -- As part of its continuing network investment to support growing demand for advanced mobile devices and applications, AT&T\* today announced the activation of a new antenna system in the Scottsdale and North Phoenix area that will help to enhance wireless service.

Known as a Distributed Antenna System, or DAS, the installation consists of several strategically placed antennas that distribute AT&T's wireless network coverage throughout Scottsdale and North Phoenix, providing for more efficient management of wireless capacity in heavily trafficked areas. The additional capacity will help to improve call reliability, increase download speeds and enable more consistent network access to help customers make the most of their AT&T devices.

The activation of 100 new nodes, which act as small cell sites, brings the total DAS system up to 156 nodes currently enhancing signal coverage throughout Scottsdale and North Phoenix. The improved coverage is focused in the communities of Scottsdale, McDowell Mountain Ranch, Grayhawk, Troon, DC Ranch and Legend Trail in the following geographies:

- Along North McDowell Mountain Road between Fountain Hills and Rio Verde and extending east and west into parts of McDowell Mountain Regional Park and Fort McDowell Yavapai Nation.
- Between the intersection of East Thunderbird and North Scottsdale Road to the northwest; East Frank Lloyd Wright Boulevard to the north; North 137th to the northeast; the intersection of East Shea Boulevard and East Palisades Boulevard to the southeast; East Bella Vista Drive to the south, including along the northern Salt River Pima-Maricopa Indian Community border; and the intersection of North 70th Street and East Mountain View Road to the southwest.
- McDowell Mountain Ranch between East Bell Road to the north, North 155th Way to the east, East Ludlow Drive to the south, and Loop 101 to the west.
- DC Ranch between East Pinnacle Peak Road to the north, North 102nd Place to the east, East Bell Road to the south, and North Pima Road to the west.
- Grayhawk between East Deer Valley Road to the north, North Pima Road to the east, East Frank Lloyd Wright Boulevard to the south, and North Scottsdale Road to the west.
- Troon between East Red Bird Road to the north, North 120th Place to the east, East Mariposa Grande to the south, and North 116th Street to the west.
- Along North Pima Road between North Las Piedras Drive and East Asher Hills Drive and extending west to North Black Cross Road.
- Along North Scottsdale Road between East Crimson Trail and East Asher Hills and extending west to 66th Street and southeast to East Lone Mountain Road.
- Legend Trail between East Whitewing Drive to the north, North 99th Way to the east, North Legend Trail Parkway to the south, and North 81st Street to the west.

"Our goal is pretty simple: we want you to have an extraordinary experience when you make a call, check e-mail, download a song or video, or surf the Internet on your AT&T device," said Jerry Fuentes, president of AT&T Arizona-New Mexico. "As part of the greater Phoenix community, we're always looking for new opportunities to provide enhanced coverage and our investment in the local wireless network is just one way to accomplish this."

Wireless data traffic on the AT&T network has grown more than 5,000 percent over the past three years, largely attributed to the increasing popularity of advanced smartphones and the performance of AT&T's 3G network, the nation's and Phoenix's fastest.

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"Arizona benefits from policies that encourage infrastructure investments," said State House Commerce Chairwoman Michele Reagan. "As legislators, we try to make decisions that enhance the lives of everyday individuals and keep our businesses competitive."

Digital Center.

AT&T recently completed a [software upgrade](#) at 3G cell sites nationwide that prepares the nation's fastest 3G network for even faster speeds. The deployment of High-Speed Packet Access (HSPA) 7.2 technology is the first of multiple initiatives in AT&T's network enhancement strategy designed to provide customers with an enhanced mobile broadband experience, both today and in the future. Faster 3G speeds will become available this year and in 2011 on a market by market basis as AT&T combines the new technology with high-speed backhaul connections to cell sites, primarily with fiber-optic technology.

AT&T's 3G mobile broadband network is based on the 3rd Generation Partnership Project (3GPP) family of technologies that includes GSM and UMTS, the most widely used wireless network platforms in the world. AT&T has the best international coverage of any U.S. wireless provider, delivering voice service in over 220 countries and data service in more than 190 countries. AT&T also offers voice and data roaming coverage on 130 major cruise ships, as well as 3G services in 115 countries.

For more information about AT&T's 3G coverage in Phoenix or anywhere in the United States, consumers can visit <http://www.wireless.att.com/coverageviewer>. The online tool can measure the quality of coverage based on a street address, intersection, ZIP code or even a landmark.

For updates on the AT&T wireless network, please visit [www.att.com/networknews](http://www.att.com/networknews).

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#### About AT&T

AT&T Inc. (NYSE: [T](#)) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*® magazine.

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Information set forth in this press release contains financial estimates and other forward-looking statements that are subject to risks and uncertainties, and actual results might differ materially. A discussion of factors that may affect future results is contained in AT&T's filings with the Securities and Exchange Commission. AT&T disclaims any obligation to update and revise statements contained in this news release based on new information or otherwise.

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