

THE WORLD OF WIRELESS – Media Fact Sheet

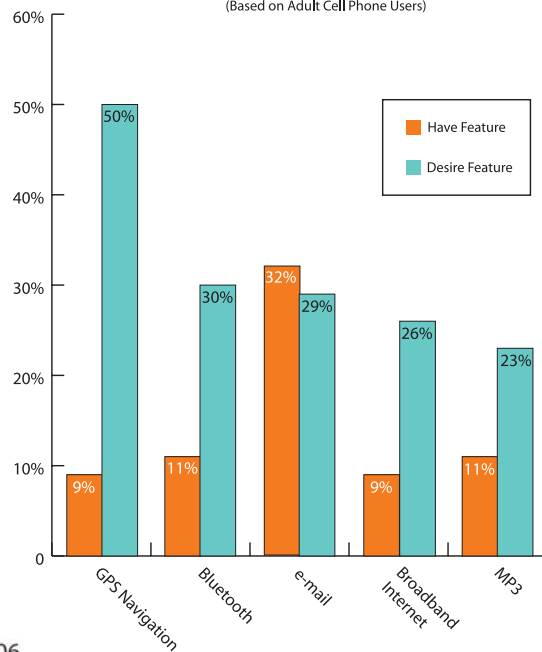
FAST FACTS – DID YOU KNOW?

- It took just 12 years for the wireless industry to reach 1 billion subscribers. The second billion has been achieved in just two and a half years!²
- About 218.7 million cell phones currently are in service in the U.S. The current population of 295.7 million includes more than 39 million children 10 and under.⁴
- The wireless industry employs more than 233,000 people in the U.S.⁴
- U.S. wireless rates are among the lowest in the world among developed countries.⁴
- U.S. wireless usage is the highest in the world among developed countries.¹
- North American ARPU (Average Revenue Per User) is the highest in the world at more than \$50 per customer per month.¹
- US customers used 1.5 trillion MOUs (Minutes of Use) in 2005, an increase of 36% over 2004.⁴
- There are nearly 200,000 cell sites in the US.⁴
- More than 224,000 9-1-1 calls are made each day on wireless phones.⁴

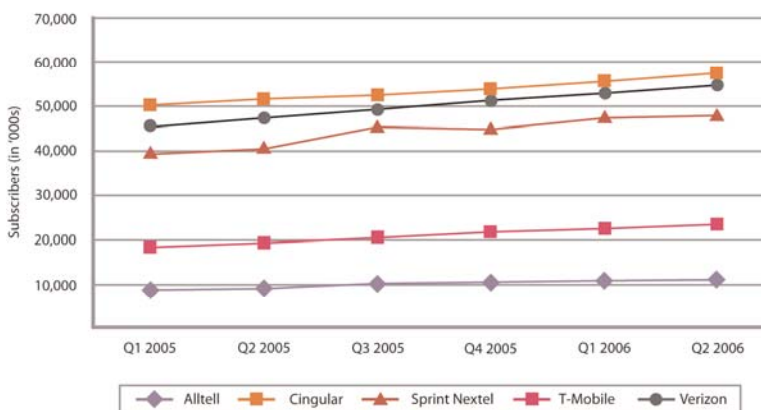
WHO'S CALLING, PLEASE?

- 6% of Americans rely solely on a wireless phone.⁵
- Almost a quarter of current landline users say they are very or somewhat likely to stop using their land line in favor of a cell phone.⁵
- 52% of adults surveyed by AP/AOL/Pew in April 2006 keep their cell phones turned on at all times.⁵
- One in four cell phone users feel they should answer their phone whenever it rings, even if the call interrupts a meal or a meeting.⁵
- Camera phones now have an 85% share of the wireless market.³
- A record number of college students communicate with cell phones, spending 20 minutes of each day sending and receiving text messages.⁶
- 50% of current cell adult phone users want the ability to use GPS navigation, followed by Bluetooth headset capabilities, followed by email, broadband and MP3 technology.⁹

Most Desirable Cell Phone Features
(Based on Adult Cell Phone Users)



U.S. Wireless Carriers Subscribers (in '000s), Q2 2006



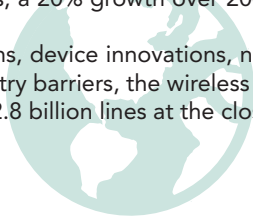
Cingular is the U.S. market leader with 57.3 million subscribers and 29.4% market share.

Sources: Please find all source references at the bottom of page 3. Created 10.06.

THE WORLD OF WIRELESS – Media Fact Sheet

GLOBAL USAGE AND PROJECTIONS

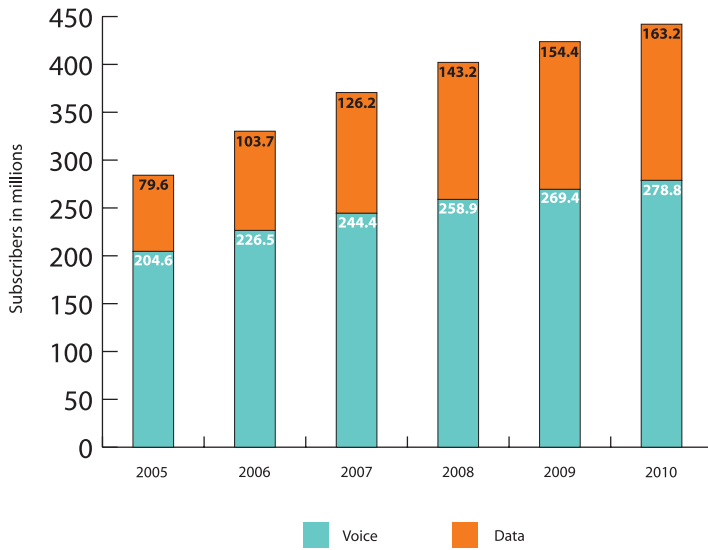
- By the end of 2005, the global wireless market topped 2.1 billion registered lines, a 20% growth over 2004.¹
- Fueled by prepaid options, device innovations, new applications and lower entry barriers, the wireless market is expected to reach 2.8 billion lines at the close of 2009.¹



REVENUE AND MARKET PENETRATION

- Worldwide wireless service revenue topped \$586 billion in 2005, and will jump to \$713 billion by 2009. Subscriber growth is expected to be strong through 2007 with saturation levels reaching 80%.¹
- Total wireless service revenues reached more than \$60 billion for the first 6 months of 2006, with the 12-month total for the past year reaching \$118 billion.¹
- Analysts forecast strong total wireless revenue growth through 2008 fueled primarily by strong data services growth.²

US Voice and Data Wireless subscribers, 2005-2010 (In Millions)



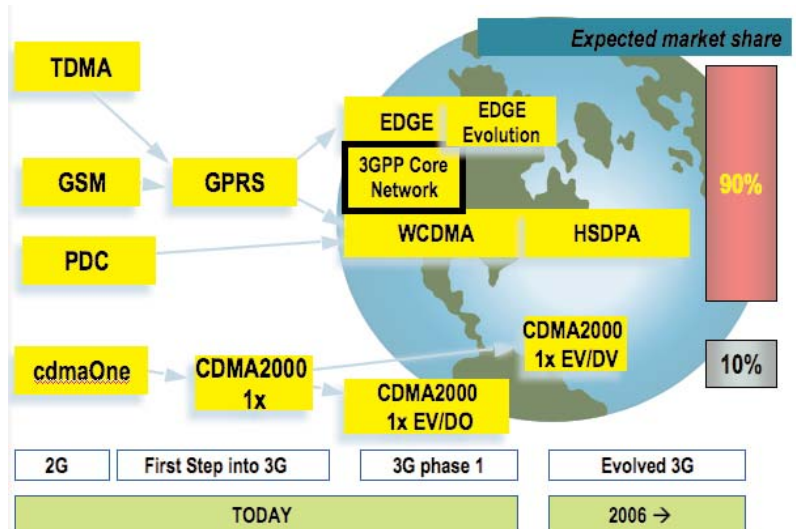
• U.S. voice subscribers topped 200 million at the end of 2005.¹

• Penetration has reached more than 69% of the total U.S. population.¹

• Data subscribers neared 80 million, with that number expected to double in the next five years.²

EVOLUTIONS OF MOBILE SYSTEMS TO 3G

Most wireless carriers around the world currently utilize 2nd generation technology, known as 2G or 2.5G. With the increasing demands for space and speed driven by data services, the industry is migrating toward faster and more robust 3G applications. GSM (Global System for Mobile Communications), the primary application used by Cingular, is the first evolution toward 3G, and is the dominant application worldwide.



Sources: Please find all source references at the bottom of page 3. Created 10.06.

THE WORLD OF WIRELESS – Media Fact Sheet

GROWTH OF GSM & EVOLUTION TO 3G/HSDPA

Many applications are used to transmit wireless signals throughout the world: GSM, 3GSM, W-CDMA, CDMA, CDMA 1X, CDMA 1X EV-DO, TDMA, PDC, IDEN, and analog.

- GSM currently reaches 83% of the market worldwide.⁷
- **GSM is the only technology that allows cross border roaming for wireless voice, data and video communications.**⁷
- Cingular operates a 3G/HSDPA network, called BroadbandConnect, currently in 16 U.S. markets covering 52 cities and is expected to be online in most major markets in the U.S. by the end of 2006.⁸
- In the U.S., GSM provides average download speeds between 400-700 kilobits per second (kbit/s), with bursts to more than one megabit per second (Mbit/s).⁸
- Of the more than 58 million Cingular subscribers, 92% are on the GSM platform.⁸
- 98% of all minutes used on the Cingular network are GSM.⁸
- Unlike Verizon and Sprint Nextel, Cingular's GSM network will allow subscribers to roam throughout the world.⁸
- GSM penetration of the U.S. wireless market is project to increase from 42% to 54% in 2010.⁷

- **U.S. 3G (HSDPA, W-CDMA, CDMA2000 and 1xEV-DO) technologies are on target to reach 167 million users by the end of this year, climbing to pass the one billion mark in 2010.**¹⁰
- HSDPA (High-Speed Downlink Packet Access) enables operators to provide newer, faster services such as on-demand streaming video/film, high resolution interactive gaming, multimedia music tracks, push-to-watch services and access to large email attachments.¹¹
- **HSDPA offers speeds nearly three times faster than today's commercial 3G UMTS (Universal Mobile Telecommunication System) networks and four times faster than EDGE networks.**¹¹
- The data capacity of HSDPA-enhanced UMTS networks will be increased 2.5 to 3.5 times that of UMTS, thus offering operators a much reduced network cost for data services.¹¹
- HSDPA offers a combination of spectral efficiency, high speed and low latency, thus enabling true mass-market mobile broadband.¹¹

Cingular gave the world a major technology milestone by being the first global provider to launch a commercial high-speed downlink packet access (HSDPA) network in late 2005. This network will enable lightning fast data transmission up to 1100 kilobits per second.

Sources:

1 Yankee Group, *World's Mobile/Wireless Breezes by 2 Billion Wireless Lines in 2005*, May 2006
2 Yankee Group, *North America Mobile Data Allocations Forecast*, June 2006;
3 IDC, *US Wireless Consumer 2006-2010 Forecast: Ways Around the Walls Ahead*, March 2006;
4 CTIA;
5 AP-AOL-Pew Research Center *Mobile Lifestyle Survey*, April 2006;
6 Harris Interactive, *2006 Alloy College Explorer Study*;

7 *Wireless Intelligence, GSM Association Statistics*, Q2 2006;
8 Cingular Internal Research;
9 2005/2006 National Technology Readiness Survey (NTRS), September 2006;
10 HSDPA Fact Sheet and Deployment List, 3G Americas, August 18th, 2006;
11 The Wireless Network Strategies Service at Strategy Analytics, September 11, 2006.