

EXHIBIT A



iPhone combines three amazing products—a mobile phone, a widescreen iPod and a breakthrough internet device—into one small, lightweight, handheld device with rich HTML, email, web browsing, searching and Google Maps.

Revolutionary Mobile Phone

To make a call with iPhone, you can tap on a phone number almost anywhere—your address book, favorites list, email or SMS text message. It also automatically syncs all contacts from your PC or Mac. And with Visual Voicemail, you can listen to voice messages in any order you want—just like email.

Widescreen iPod

Only iPhone has a beautiful, 3.5-inch widescreen display with touch controls. And it syncs with your iTunes library so you can easily enjoy your content—movies, TV shows, videos and music right on your iPhone.

Breakthrough Internet Device

iPhone offers a rich HTML, email client and Safari—the most advanced web browser ever on a portable device. It automatically syncs bookmarks from a PC or Mac and has built-in Google and Yahoo! search. It also multitasks, so you can read a web page while downloading your email in the background over Wi-Fi or EDGE.

Pioneering Multi-Touch Interface

iPhone features a remarkable Multi-Touch user interface that lets you control everything using only your fingers. You can make a call with the simple tap of a finger, type an email using the predictive keyboard, glide through albums with Cover Flow, scroll through photos with a flick, or zoom in and out on a section of a web page—all with the iPhone Multi-Touch touchscreen display.

Advanced Software

iPhone uses OS X, the world's most advanced operating system. Which means you have access to the best-ever software on a handheld device, including rich HTML email, full-featured web browsing, and favorite applications such as Contacts and Calendar.

Exhibit A-1

AT&T Advantages

THE LARGEST DIGITAL VOICE AND DATA NETWORK in America

LARGEST MOBILE TO MOBILE COMMUNITY with unlimited calling and texting to AT&T's wireless customers — over 70 million

ROLLOVER MINUTES

Only AT&T lets you keep your unused minutes

More Bars In More Places™ 

The Best Mobile Service Award by Consumer Reports



att.com/wireless
1-800-331-0500

For deaf/hard of hearing customers:
(TTY) 1-866-241-6567

With disabilities:
1-866-241-6568



Terms Applicable to AT&T Nation/FamilyTalk™ GSM Plans: Credit approval required. Subscriber must live and have a mailing address within AT&T's owned network coverage area. An early termination fee (ETF) of \$350 applies to all activations. If phone is returned within 3 days activation fee will be refunded. If phone is returned within 14 days in like-new condition with all components, early termination fee will be waived. Service may be cancelled after 14 days but within 30 days and early termination fee will be waived, but equipment may not be returned. All other charges apply. Some dealers impose additional fees. **Minute Increment, Billing and Usage:** Airtime and other measured usage are billed in full-minute increments, and actual airtime and usage are rounded up to the next full increment at the end of each call. For billing purposes, AT&T charges a full-minute increment of usage for each minute used. **Porting:** Porting of service to a new carrier will be completed according to usage in the following order: Night and Weekend Minutes, Mobile to Mobile Minutes, Anytime Minutes and Rollover Minutes. Calls placed on networks served by other carriers may take longer to be processed, and billing for these calls may be delayed. Those minutes will be applied against your Anytime monthly minutes in the month in which the calls appear on your bill. Unanswered outgoing calls of 30 seconds or longer incur airtime. You may obtain usage information by calling customer service or using one of our automated systems. **Pricing/taxes/No Proration:** Retail month's charges are not prorated. Prices are subject to change. **Porting Fee:** A one-time fee of \$35 applies to each additional FamilyTalk line. **Nights and Weekends:** Nights are 9:00 p.m. to 6:00 a.m. Weekends are 6:00 p.m. to 6:00 a.m. Monday based on time of day at switch providing your service). Included long distance calls can be made from the 50 United States, Puerto Rico and U.S. Virgin Islands to the 50 United States, Puerto Rico, U.S. Virgin Islands, Guam and Northern Mariana Islands. Roaming charges do not apply when roaming within the service area of land-based networks of the 50 United States, Puerto Rico and U.S. Virgin Islands. International long distance rates vary. Additional charges apply to services used outside

AT&T plans for iPhone



Only on the new

the land borders of the U.S., Puerto Rico and U.S. Virgin Islands. **Unlimited Voice Services:** Unlimited voice services are provided solely for live dialog between two individuals. Unlimited voice services may not be used for conferences, call forwarding, monitoring services, data transmissions, transmissions which do not consist of uninterrupted live dialog between two individuals. If AT&T finds that you are using an unlimited voice service offering for other than live dialog between two individuals, AT&T may, at its option, terminate your service or change your plan to one with no unlimited service options. AT&T will provide one month's advance notice of any **International Roaming:** Substantial charges may be incurred if phone is taken out of the U.S. even if no services are intentionally used. Receipt of Visual Voicemail messages when roaming internationally are charged at international data pay per use rates unless customer has an international iPhone plan, in which case receipt of Visual Voicemail messages decrement Kilobytes included in the international plan. Data Roaming toggle set to off will block data with the exception of Guam and Northern Mariana Islands. **Off-net Usage:** If your service or usage (including unlimited services) on other carriers exceeds your off-net usage allowance, AT&T may, at its option, terminate your service, deny your continued use of other carriers' coverage, or change your plan to one imposing usage charges for off-net usage. Your off-net usage allowance is equal to the lesser of 750 minutes or 40% of the Anytime Minutes included with your plan. AT&T will provide notice if it intends to take any of the above actions, and you may terminate the agreement. **Caller ID Blocking:** Your billing name may be displayed along with your wireless number on outbound calls to other wireless and landline phones with Caller ID. Contact customer service for information on blocking the display of your number. You may not be able to receive incoming and outgoing calls when incoming calls are routed to voicemail, even if no message is left. See Wireless Service Agreement for additional conditions and restrictions. **FamilyTalk:** FamilyTalk plans require a two-year service agreement for each line. FamilyTalk plans include only package minutes included with the primary number, and minutes are shared by the additional lines. The rate shown for additional minutes applies to all minutes in excess of the Anytime Minutes. FamilyTalk requires two lines. If the rate plan for the primary number is changed to an ineligible plan or the primary number is disconnected, one of the additional numbers included in the plan will be the former primary number; if only one line remains it shall be converted to the closest single line rate. **Rollover Minutes:** Rollover Minutes accumulate and expire through 12 rolling bill periods. Bill Period 1 (activation) unused Anytime Minutes will not carry over. Bill Period 2 unused Anytime Minutes will begin to carry over. Rollover Minutes accumulated starting with Bill Period 2 will expire each bill period as they reach a 12 bill period age. Rollover Minutes will also expire immediately upon default or if customer changes to a non-Rollover plan. If you change plans (including the formation of a FamilyTalk plan), Rollover Minutes will be carried over into your new plan, and you may be eligible for a Rollover Minutes credit. **Transferable:** Mobile to Mobile Minutes are not redeemable for cash or credit and are not transferable. **Mobile to Mobile Minutes:** Mobile to Mobile Minutes may be used, subject to the above provisions governing unlimited usage, when directly dialing or receiving calls from any other AT&T wireless phone number from within your calling area. Mobile to Mobile Minutes may not be used for interconnection to other networks. **Calls to AT&T voicemail and return calls from voicemail not included.** **Terms Applicable to Features/Data Plans:** For full details on terms and conditions of service, please see the Service Agreement and welcome letter and/or brochures for full terms and conditions. **Voicemail:** See Voicemail brochure for full details. No discounts available on Unlimited calling plans. © 2008 AT&T Knowledge Ventures. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Knowledge Ventures. Subsidiaries and affiliates of AT&T Inc. provide products and services under the AT&T brand. © 2008 Apple Inc. All rights reserved. Apple, the Apple logo, iPod, iTunes, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone, Multi-Touch and Safari are trademarks of Apple Inc.

PHO BR T 0308 10531 E

