



CONTACT: Kimberley Baker
Manager, Marketing and Media Relations
713-844-3638 - Office
832-657-3119 - Mobile

Dan Feldstein
AT&T Spokesman
713-513-9507 - Office
713-419-3022 - Mobile

NEWS RELEASE

FOR IMMEDIATE RELEASE:

December 17, 2008

Covers Turn the Pages on Area's Business Climate, Quality of Life

HOUSTON – What do information at your fingertips and the Houston business community have in common? Both are prominently featured in the new *Houston AT&T Real Yellow Pages* just rolled out by the telecommunications giant.

The business voice of the 10-county Houston region – the Greater Houston Partnership – recently joined forces with AT&T Advertising Solutions to unveil a series of covers focusing on images of the region's business climate, industry and quality of life. More than 2.3 million copies of the *Houston AT&T Real Yellow Pages* have been produced and will be available to area residents and businesses through November 2009. The Partnership, through its aggressive, five-year marketing program, *Opportunity HoustonSM*, worked with AT&T to produce the series that includes the program's tagline and three cover images.

In November, customers began receiving their books with a photograph of Discovery Green park, wind energy blades or an area family, distributed randomly. The images highlight Houston's high placement in a variety of third-party endorsed rankings for leadership in quality of life, affordability and dominance in the energy field.

"We're proud to announce this innovative marketing initiative with one of the region's and nation's most active corporate citizens: AT&T," said Jeff Moseley, President and CEO of the Partnership. "As the number one place in America to live, work and play, the Houston region contributes enormously to the national and global economy. And it only makes sense that we partner with AT&T to spread awareness of what we have to offer."

"AT&T has served the Houston region since 1879 and yet continues to offer cutting-edge innovations, such as the latest voice and data networks, that help the area's economy thrive," said Sonia Perez, Vice President of AT&T and a member of the Partnership's Board. "With thousands of employees and hundreds of thousands of customers in the Houston region, we salute the work of the Greater Houston Partnership and *Opportunity HoustonSM*."

-MORE-

Greater Houston Partnership
houston.org

1200 Smith, Suite 700 | Houston, TX 77002

Austin | Brazoria | Chambers | Fort Bend | Galveston | Harris | Liberty | Montgomery | San Jacinto | Waller

Recent favorable Houston rankings like “best U.S. city to earn a living,” “best city to buy a home,” “top 10 restaurant city,” “best oncology hospital in the nation” and “top 10 city for green technology innovation” presented a great opportunity for the Partnership and AT&T to team up for the project and reiterate these key achievements and rankings to the region’s residents.

“The Houston region is an open book for business. But by teaming up with AT&T on the cover series, we are able to uncover what makes the area the best place to live, to raise a family and to build a prosperous future,” said Partnership Executive Vice President and COO Tracye McDaniel.

The Greater Houston Partnership, through its membership, represents the 10-county Houston region's business interests to promote the growth of high-paying jobs, international trade and capital investment. Its Board of Directors oversees corporations that directly account for one in every 12 of the Houston metropolitan area's more than 2.5 million jobs. A direct result of the Partnership's 10-year Strategic Plan, *Opportunity Houston*SM is the vehicle by which the Partnership will help create 600,000 regional jobs, attract \$60 billion in additional capital investment, and increase foreign trade by \$120 billion for the greater Houston area. The program targets five major economic sectors as identified by The Perryman Group as critical to Houston's future prosperity: aviation and aerospace, energy and petrochemical, medical and biotechnology, information technology and nanotechnology.

AT&T Advertising Solutions offers the most effective full suite of advertising search products that enables advertisers to connect with potential customers anytime, anywhere. In addition to print directories, including the *AT&T Real Yellow Pages*, the company provides search information through YELLOWPAGES.COM, RealPagesLive.com, YPmobile, YP411 and more. Combined, these print and online products receive more than 5 billion consumer searches a year for local business information and provide more than 1 million advertisers with valuable sales leads to help their businesses grow.

For more information on the print directory or YELLOWPAGES.COM, please call AT&T Advertising & Publishing at 800-GET-REAL (438-7325) or visit online at 1800getreal.com.

For information on doing business in Houston, visit houston.org or call 713-844-3647.

###

The Greater Houston Partnership is the primary advocate of the Houston-area business community and is dedicated to building regional economic prosperity. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto and Waller. With about 2,000 Member organizations, the Partnership represents approximately one-fourth of the region's work force. Visit the Greater Houston Partnership on the World Wide Web at houston.org.

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. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. In 2008, AT&T again ranked No. 1 on *Fortune* magazine's World's Most Admired Telecommunications Company list and No. 1 on America's Most Admired Telecommunications Company list. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.