

AT&T announces a plan to lower long distance rates for Alaskans.

THE AT&T CONSUMER BENEFIT PLAN LOWERS PRICES.

AT&T's initial prices for direct dial calls will meet or beat in-state long distance prices offered by any other company. We'll guarantee those prices will not rise for five years, except to cover cost increases imposed by the Alaska Public Utilities Commission. The AT&T plan lowers Bush rates by an average of seven percent, and lowers in-state rates by an overall average of four percent. In real terms, these reductions could total some \$25 million in customer savings over five years.

Out-of-state calling rates will also be reduced with the AT&T plan. Rates for calls over 3,000 miles, for example, will be reduced by 17 to 32 percent. On average, Alaskans will enjoy those savings on 25 percent of their out-of-state calls.

AT&T GUARANTEES THE BUSH WILL BE SERVED.

If necessary, AT&T will purchase the satellite and earth station Bush facilities and operate them at the same rates offered throughout Alaska. And the Consumer Benefit Plan lowers rates for Bush residents by an average of seven percent.

AT&T's entry into the Alaskan market will stimulate competition and will drive the other carriers in Alaska to lower their rates as well. That will benefit Bush residents and all other Alaska consumers.

THE AT&T CONSUMER BENEFIT PLAN ALSO PREPARES ALASKA FOR TOMORROW'S WORLD OF TELECOMMUNICATIONS.

AT&T is prepared to invest some \$180 million in state-of-the-art equipment that will provide the most advanced technology available. This includes a new fiber optic cable extending from the Lower 48 under the ocean through Juneau to Anchorage. It will be reliable and will have the capacity to meet the voice, image and data services required for tomorrow's advanced communications needs, such as computer applications or new services still on the drawing board.

That is the AT&T Consumer Benefit Plan. We know you want a superior telecommunications system that's dependable and meets the unique needs of Alaskans. That's just what the AT&T Alaska Consumer Benefit Plan will do.

IF YOU HAVE ANY QUESTIONS OR COMMENTS, PLEASE WRITE:

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"You've probably heard
that AT&T wants to become
an Alaskan long distance
company. They do, and
they've developed a plan
that will lower long distance
rates for all Alaskans. They
call it the AT&T Alaska
Consumer Benefit Plan.
They're committed to it.
I believe it's the right
plan for Alaska."

—Emil Notti

