

David K. Rehr
President and CEO



March 18, 2009

Mr. Ralph de la Vega
Chief Executive Officer
AT&T Mobility and Consumer Markets
5565 Glenridge Connector
Suite 2000
Atlanta, GA 30342

Dear Mr. de la Vega:

As the premier advocacy organization for the broadcast industry, NAB is working to ensure broadcast reception capability in all new devices. As you may recall, a delegation of radio broadcast and NAB executives visited your offices last summer and discussed the mutual benefits of increasing the number of mobile handsets supported by AT&T that include an FM radio feature. We are pleased to see that AT&T has in recent months added the LG Incite to its list of supported handsets, especially since this new smart phone includes FM radio as one of its features.

Providing FM broadcast reception capability in mobile handsets creates multiple benefits for broadcasters, mobile network providers and consumers alike. These benefits include:

- FM radio is a proven and effective method for providing emergency alerts to mobile subscribers, which is available now, and does not require lengthy and costly upgrades to the mobile network infrastructure.
- FM radio is a value-added and low cost handset feature for consumers that they appreciate, as radio is still the number one method by which consumers discover new music.
- FM radio can provide a foundation for incremental revenue for mobile network providers. For example, through "RDS song tagging" a song heard on the FM radio in the handset can be "tagged" for later purchase over the mobile network's existing music commerce system. This has been successfully implemented with the Microsoft Zune portable music player and can also be applied to making interactive advertising a reality.

1771 N Street NW
Washington DC 20036 2800
Phone 202 429 5449
Fax 202 429 5410
www.nab.org

AT&T
Page Two

- FM broadcasters can provide significant public promotion for new handsets with FM reception capability.

We are aware that AT&T currently offers several other handset models from both Sony Ericsson and Nokia that also have FM reception capability. We commend AT&T for continuing to specify FM radio reception in its handset lineup and look forward to when all the mobile handsets supported by AT&T provide access to FM radio as a standard feature. In the meantime, we encourage you to more prominently feature FM radio functionality in your printed, online and in-store marketing for FM-capable mobile handsets with the result of tangible benefits accruing to both AT&T and its mobile customers.

We would appreciate the opportunity to continue the discussions begun last August about the benefits of ubiquitously including FM radio in mobile handsets with you and/or selected members of your staff. Please feel free to contact me with your thoughts on how to continue this useful dialogue.

I am taking the liberty to share my letter to you with the 9,346 FM radio stations across America. I am certain they will spread the news on your inclusion of handsets supporting the FM radio feature.

Best wishes.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The signature is written in a cursive, slightly slanted style.

David K. Rehr

cc: America's 9,346 local FM radio stations