



AT&T Invests More than \$175 Million Over Three-Year Period to Keep Baton Rouge Connected

BATON ROUGE, La., July 17, 2020 – AT&T* is proud to have the nation’s best and also fastest wireless network,¹ as well as the largest network in North America.² From 2017-2019, we invested more than \$175 million in our wireless and wireline networks in Baton Rouge to expand coverage and improve connectivity in more communities.

That investment has increased reliability, coverage and overall performance for residents and businesses, which is essential for connecting our customers with family, friends and colleagues – no matter the distance. It’s also improved critical communications services for Baton Rouge’s first responders using the [FirstNet](#) network.

“It is encouraging to see the sustained commitment from the private sector to invest in our communities and help keep our residents and businesses connected,” said Paula Davis, State Representative and House Commerce Committee Chairman. “We can’t afford to create obstacles to high-speed connectivity, and it is vital that policy-makers at the state and local levels continue to adopt policies that welcome investment in this vital infrastructure.”

Today, our 4G LTE network covers more than 330 million people.³ That’s more than 2.61 million square miles and over 99% of all Americans.⁴

“As we continue to see growth in our community, it is important that our local leaders continue their strong track record of welcoming private sector investment,” said Adam Knapp, president and CEO, Baton Rouge Area Chamber. “For decades, AT&T has invested to extend and enhance their fiber-optic footprint in the Baton Rouge area, and that high-speed infrastructure is essential to keeping our businesses and residents connected.”

We also expanded access to high-speed internet in Baton Rouge by building more than 50,000 additional fiber connections.

“AT&T’s investment highlights our commitment to establishing connectivity throughout Louisiana and right here in Baton Rouge,” said Sonia Perez, president, AT&T Southeast States. “By expanding coverage and boosting performance, AT&T is working to grow the local economy and enhance the lives of Baton Rouge’s residents.”

More details about our wireless coverage in Baton Rouge, and anywhere in the U.S., can be found on the [AT&T Coverage Viewer](#). For updates on the AT&T wireless network, please visit the [AT&T network news page](#).



Building the Future of Wireless Connectivity, Today

5G is the future of wireless technology and is poised to jumpstart the next wave of unforeseen mobile innovation. We're committed to bringing next-generation 5G coverage to more communities across Louisiana as we build toward nationwide coverage this year. 5G over sub-6 spectrum is expected to enable faster responses over broader distances on new devices and is now available in 355 markets.

To learn more about AT&T 5G, visit our [AT&T 5G site](#).

FirstNet: Transforming Public Safety Communications

We're honored to work with the First Responder Network Authority (FirstNet Authority) to build and manage FirstNet – the *only* nationwide, high-speed broadband communications platform dedicated to and purpose-built for America's first responders and the extended public safety community. And we take our responsibility to deliver FirstNet seriously.

Building upon our current and planned investments in Baton Rouge, we continue to extend the reach, and [increase the coverage](#), capacity and capabilities of the FirstNet network:

- **Purpose-built network enhancements** – We've boosted the network with high-quality Band 14 spectrum across Baton Rouge. Band 14 is nationwide, high-quality spectrum set aside by the government specifically for FirstNet. We look at Band 14 as public safety's VIP lane: in an emergency, this band – or lane – can be cleared and locked just for FirstNet subscribers.
- **Public safety-specific advanced capabilities** – FirstNet is providing Baton Rouge public safety with dedicated access when they need it, as well as an entire communication ecosystem with unique benefits like mission-centric devices, certified applications, *always-on* priority and preemption and high-quality Band 14 spectrum. These advanced capabilities enable FirstNet to perform faster than any commercial network⁵ and bring its subscribers the unthrottled connectivity they need.
- **Unparalleled emergency support** – Baton Rouge agencies on FirstNet also have 24/7 access to a nationwide fleet of 76 deployable network assets at no additional charge. These assets can either be deployed for planned events or called upon in [emergencies](#) at no additional charge to help first responders stay connected and operate faster, safer and more effectively when lives are on the line. FirstNet Response Operations – led by a group of former first responders – guides the deployment of the FirstNet deployable assets based on the needs of public safety.
- **Free Smartphones for Life for Public Safety Agencies** – We have a responsibility to public safety unlike any other wireless carrier. That's why Baton Rouge agencies spanning law enforcement, fire, EMS, healthcare, hospital emergency departments, emergency management and 911 operations on FirstNet can stay up-to-date with [smartphones for life](#) at no additional cost.⁶ This means first responders across agencies of all sizes will have affordable access to *their* network.



The FirstNet network expansion in Baton Rouge is being done with direct feedback from state and public safety officials. This helps ensure FirstNet meets the short- and long-term needs of the public safety community.

Go [here](#) for more FirstNet news. Or check out [FirstNet.com](#) to learn more about the program.

This is all made possible by our talented, dedicated AT&T team members who are committed to being there and are the driving force behind our efforts to expand wireless connectivity both in Baton Rouge and across the country. That's why we believe in investing in our employees and workforce. In 2019, *Fortune* and Great Place to Work named us one of the [Best Big Companies to Work For](#).

¹ Best Network based on 2019 GWS OneScore. Fastest based on analysis by Ookla® of Speedtest Intelligence® data median download speeds for Q2 2020. Ookla trademarks used under license and reprinted with permission.

² Based on comparison of carrier owned & operated networks. No AT&T on-net coverage in select countries, including Canada.

³ Coverage includes non-AT&T network areas covered by roaming agreements with third parties.

⁴ Based on overall coverage in U.S. licensed areas. Coverage not available everywhere. AT&T's 4G LTE coverage is not equivalent to its overall network coverage.

⁵ Based on AT&T analysis of Ookla® of Speedtest Intelligence® data median download speeds for Q2 2020. Ookla trademarks used under license and reprinted with permission.

⁶ Available only to FirstNet first responder public safety entities for Primary Agency Paid User lines of service. Requires a new FirstNet Mobile - Unlimited for Smartphone line or eligible upgrade on a two-year service agreement or AT&T installment 30-month agreement. For two-year agreement, upgrade your smartphone with a new eligible smartphone every two years at no additional cost for as long as your service plan is in effect and in good standing. Pay \$.99 for eligible smartphone at purchase, credited back within three billing cycles. Upgrade requires new two-year agreement. For AT&T Installment 30-month agreement, upgrade your smartphone with a new eligible smartphone every time you satisfy your current AT&T Installment agreement and sign a new one for no additional cost for as long as your service plan is in effect and in good standing. For both plans, tax on full discount price (two-year agreement) or full retail price (AT&T Installment agreement) due at sale. Activation and other fees, taxes, charges and restrictions apply. See [firstnet.com/agencyoffers](#) for offer details.

***About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we innovate to improve lives. We have the nation's fastest wireless network.** And according to America's biggest test, we have the nation's best wireless network.*** We're building [FirstNet®](#) just for first responders and creating next-generation mobile 5G. With a range of TV and video products, we deliver entertainment people love to talk about. Our smart, highly secure solutions serve nearly 3 million global businesses – nearly all of the Fortune 1000. And worldwide, our spirit of service drives employees to give back to their communities.

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****GWS OneScore, September 2019.*

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