



News Release

AT&T Plans to Launch Our 100% Fiber Network Powered by AT&T Fiber in Madison Area

Ultra-Fast Internet Speeds Eventually to be Available to Homes, Apartments and Small Business Locations in Parts of Madison Area

MADISON, April 20, 2017 —AT&T¹ plans to launch ultra-fast internet service in parts of the Madison area. At launch, we will offer a 1 gigabit connection² on our 100% fiber network powered by AT&T FiberSM to area homes, apartments and small business locations.³

We've already launched our ultra-fast internet service in parts of 52 of the nation's largest metro areas. We plan to reach at least 75 metros with our fastest internet service.

Today, we market a 1 gigabit connection² on our 100% fiber network to more than 4.6 million locations nationwide. In 2017, we plan to have added 2 million locations, and we plan to reach at least 12.5 million locations by mid-2019.

"We are proud to add Madison to our list of cities where we plan to bring our fastest internet speed plans available," said Scott T. VanderSanden, president of AT&T Wisconsin. "AT&T Fiber enables access to enriched experiences as our customers increasingly interact with their world in more data-intensive ways. At AT&T, we are committed to innovation and providing cutting-edge technologies that enhance the many ways our customers live, work and play."

"High-speed internet can open new doors for people living in Madison and surrounding communities, positively affecting many aspects of life such as education, communication and everyday enjoyment," said Tom Still, president of the Wisconsin Technology Council. "We are excited about AT&T's plans to deploy its ultra-fast internet in the Madison region and we look forward to the new possibilities this technology brings."

Four years ago, we [announced](#) our intent to build a 1 gigabit fiber network, beginning in Austin, Texas. Today, we have the largest fiber network within our 21-state footprint.⁴

Internet customers on the 100% fiber network have access to our latest Wi-Fi technology. They can enjoy our best in-home experience with faster Wi-Fi speeds and broad coverage to seamlessly connect all their devices.

What can I do with a service that starts with a 1 gig connection?



You can download 25 songs in 1 second or your favorite 90-minute HD movie in less than 34 seconds.⁵ Customers can enjoy our fastest upload and download speeds.

You can also quickly access and stream the latest online movies, music and games. These ultra-fast speeds let you easily telecommute, video-conference, upload and download photos and videos, and connect faster to the cloud.

What is AT&T Fiber?

Our 100% fiber network under the AT&T Fiber umbrella brand lets customers choose from a range of internet speeds, all over an ultra-fast internet connection. This network is just one of the network technologies we plan to use to connect customers as a part of AT&T Fiber.

Frost & Sullivan recently recognized AT&T for its leadership in high-speed internet services. It awarded AT&T the 2016 Company of the Year Award for Broadband Access. The analyst firm praised AT&T for “rapidly evolving into a new form of telecommunications company; one that is based on the delivery of broadband access, both fixed and mobile, as well as services that ride that access.”

For more information on AT&T Fiber, visit att.com/getfiber.

¹ AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand name and not by AT&T Inc.

² Actual customer speeds may vary. Download speeds are typically up to 940Mbps due to overhead capacity reserved to deliver the data.

³ Initial availability limited to select areas. May not be available in your area. Go to att.com/fibermap to see if you qualify.

⁴ Based on publicly available data for the top fiber providers in the AT&T operating footprint.

⁵ Speed/Time examples are estimates.

Cautionary Language Regarding Forward Looking Statements: Information set forth in this news release contains financial estimates and other forward-looking statements that are subject to risks and uncertainties, and actual results may differ materially. A discussion of factors that may affect future results is contained in AT&T Inc.'s filings with the Securities and Exchange Commission. AT&T disclaims any obligation to update or revise statements contained in this news release based on new information or otherwise.

About AT&T

AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. We offer the nation's best data network* and the best global coverage of any U.S. wireless provider.** We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for our highly secure smart solutions.



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* Claim based on the Nielsen Certified Data Network Score. Score includes data reported by wireless consumers in the Nielsen Mobile Insights survey, network measurements from Nielsen Mobile Performance and Nielsen Drive Test Benchmarks for Q3+Q4 2016 across 121 markets.

** Global coverage claim based on offering discounted voice and data roaming; LTE roaming; and voice roaming in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries.