

Since that last local call cost you a whole nickel, it's fair to ask what you got for your money.



1. You get a price that hasn't risen since 1990.

You can't get much for a nickel these days. Maybe a gumball. Yet, for about a nickel you can make a local phone call from home and talk all day. On top of that, you get a lot of products and services you probably hadn't thought of.

1. Ameritech's local rates remain at the same low rate as in 1990. In fact, some of our states have the same low rates they did in 1984.

2. You get 4,900 Ameritech® operators. Extremely efficient people who answer 2.3 million calls per day.

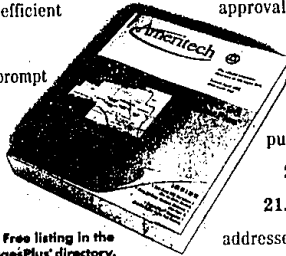
3. You get a better than 99.9% reliability rate—a prompt dial tone 99.9% of the time you pick up the phone.

4. You get nearly 60,000 Ameritech employees. And they're all right here in this five-state region.

5. 7,300 of them are technicians trained to answer every one of the 3.9 million requests that we receive every single year.

6. Two billion dollars in the Midwest. That's what Ameritech invests in the network each year to make sure that every call you make goes through.

7. We maintain 19,000 service vehicles,...



21. Free listing in the PagesPlus® directory.

people take back control of the neighborhoods they live in.

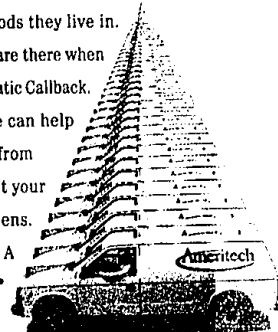
16-17. Provide pay-per-use services that are there when you need them. Like Repeat Dialing and Automatic Callback.

18. Provide "Slamming" protection. We can help prevent over-eager long distance providers from switching your long distance service without your approval. No kidding, this stuff really happens.

19. Ameritech Complete Card. A no-annual-fee VISA® or MasterCard® that offers a cash return on your purchases as well as your phone calls.

20. Braille and large-type billing. For our visually impaired customers.

21. Free listing in the PagesPlus® directory. With options to add e-mail addresses and World Wide Web URLs in some directories.



7. 19,000 service vehicles.

22. Convenient Ameritech calling cards.

23. An incredibly easy-to-navigate Internet site that can give you quick answers to questions about Ameritech's products, services, or emerging technology.

24. Networks that help hospitals share information at incredible speed. Thanks to Ameritech, a specialist in Milwaukee can watch your MRI being done in Madison. It not only saves time, it saves lives.

25. ISDN expertise. ISDN allows voice and data signals to be sent over the same line at the same time. Ameritech carried out the first

9. 100 years of continuous local service.

8. ...and 600 permanent service facilities in the five-state region. We're right in your neighborhood.

9. 100 years of service. We've provided local service to our region for over a century. We've put through virtually every call you've ever made to or from Illinois, Wisconsin, Michigan, Ohio, and Indiana.

10. The experience that comes only with providing 18 million access lines to homes and businesses.

11. We've installed over a million miles of fiber optic cable in the Midwest.

12. We put in some 242,000 pay telephones in the five-state area, so you can be assured there's always one nearby.

13. Easy-to-use services like Call Waiting (so you never miss a call when you're on a call).

14. Established distance learning networks that serve nearly 400 local schools, colleges, and universities.

15. Given free cellular phones, pagers, and airtime for eligible neighborhood watch groups. Through our Cellular Patrol™ program, we're helping

commercial trial of ISDN service in 1986 and it is quickly becoming the wave of the future.

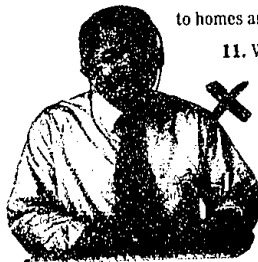
26. And last but not least, peace of mind. People seldom give a second thought to their Ameritech service. It's always there whenever they need it, rain or shine. Do we enjoy being taken for granted like this?

Well, with a reliability rate of 99.9%, this sort of thing comes with the turf.

Stick with the one that works.

Ameritech

YOUR LINK TO BETTER COMMUNICATION®



4. One of the 60,000 Ameritech employees in your area.

x60,000

23. An incredibly easy-to-navigate Internet site.

