

19,032 advantages Ameritech has over AT&T. 19,000 of them being a huge service fleet.

1 through 19,000. Okay, the first 19,000 are easy. That's the size of the service fleet we maintain in this area. When AT&T begins their local service, they'll have hardly any trucks on the street. Still sure you want to risk switching? Hold on. There's more.

19,001. Okay, then there are the 60,000 people employed by Ameritech. They're the people who built this network. And they're best qualified to service it.

19,002. And 93% of them are Ameritech shareholders—not just employees, but owners. Which means they have a vested interest in seeing that you are a happy customer.

19,003. 100 years of service. That's how long our people have been working these parts.

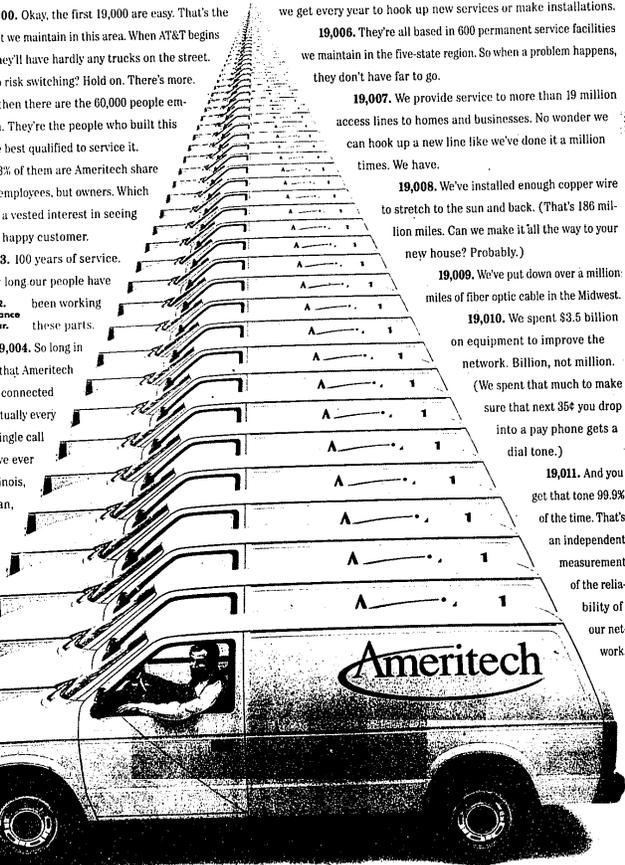
19,004. So long in fact, that Ameritech has connected virtually every single call you have ever made to or from Illinois, Wisconsin, Michigan, Ohio, and Indiana.

19,005. 7,300 of them are technicians trained to answer the 3.9 million service calls we get every year to hook up new services or make installations.

19,006. They're all based in 600 permanent service facilities we maintain in the five-state region. So when a problem happens, they don't have far to go.

19,007. We provide service to more than 19 million access lines to homes and businesses. No wonder we can hook up a new line like we've done it a million times. We have.

19,008. We've installed enough copper wire to stretch to the sun and back. (That's 186 million miles. Can we make it all the way to your new house? Probably.)



1 through 19,000. You've seen our 19,000 trucks all over the place. Now count how many AT&T trucks you see.

19,009. We've put down over a million miles of fiber optic cable in the Midwest.

19,010. We spent \$3.5 billion on equipment to improve the network. Billion, not million. (We spent that much to make sure that next 35¢ you drop into a pay phone gets a dial tone.)

19,011. And you get that tone 99.9% of the time. That's an independent measurement of the reliability of our network.

19,012. We have 4,900 highly efficient operators who handle... **19,013.** ...2.6 million customer calls every day... **19,014.** ...including those who do so in English... **19,015.** ...Spanish, and Polish. **19,016.** Expertise in complex information processing. We provide connectivity and software solutions for more than 3,500 libraries around the world, including the New York Public Library and the Library of Congress.

19,017. We maintain a Human Factors Department that uses what we call Test Towns, a place where we test every new Ameritech product and service to make sure it's simple and easy to use, before we put it on the market.

19,018. Ameritech Calling Card. So you can place local and long distance calls and have the charges included on your monthly phone bill.

19,019. Pay-per-use features that are built into your service free of charge and there when you need them. Like Automatic Callback for dialing the call you just missed. And Repeat Dialing that keeps dialing a busy number and then rings your phone when the call goes through.

19,020. Distance learning networks serving nearly 400 local schools, colleges, and universities. With distance learning, students and teachers who are miles apart can interact with each other just like they were in the same room. All they need are computers, modems, and Ameritech's ability to link them together through a network.

19,021. 1-800-TEAMDATA. For one-stop business communication shopping, including voice, data, and video managed services bundled with Ameritech cellular service.

19,022. Ameritech cellular service for local and long distance calling. When you're ready to cut the cord and go mobile, Ameritech makes it as easy as calling 1-800-MOBILE1.

19,023. Telephones. Yes, Ameritech actually sells telephones, some with built-in screens for Caller ID. And you can even order them over the phone (1-800-650-LINK) and have it charged to your phone bill.

19,024. Ameritech Complete Card. A no-annual-fee VISA® or MasterCard® offering a cash return on purchases and phone calls. It's also an easy-to-use calling card.



That's not perfection, but we're working on it.

19,025. Home security systems.

19,026. Free listing in the PagesPlus® directory.

19,027. The option to add e-mail addresses and World Wide Web URLs in some phone directories.

19,028. Ameritech is the most experienced ISDN provider in the country. ISDN gives incredible speed and capability in voice/data/video communication.

19,029. Our 1,500-page World Wide Web site. An easy-to-navigate site where you can learn all about every Ameritech product and service.

19,030. We're constantly developing new services to make your phone work harder. One we're working on automatically forwards calls to your pager. Another, called Multi-Ring service, allows you to put up to 3 telephone numbers on a single line, each with a different ring.

19,031. americas™ enhanced cable television service, which will soon be available featuring more programming choices and exciting new interactive capabilities.

19,032. 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? Well, with a reliability rate of 99.9%, this sort of thing comes with the turf.

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MasterCard® offering a cash return on purchases and phone calls. It's also an easy-to-use calling card.

19,025. SecurityLink® from Ameritech, our electronic security monitoring company that calls the police or fire department in case of a break-in or fire.

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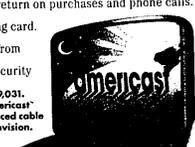
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19,001. We built the network. We're best qualified to service it.



YOUR LINK TO BETTER COMMUNICATION®