



## FAMILY & LIVING

### **AT&T Helps Protect Spanish-Speaking Families Online, on the Phone and While Watching TV with In-Language Safety Tools**

AT&T Smart Limits bilingual Web site provides controls for safety, security and privacy on wireless, wireline, Internet and video service access

San Antonio, TX--(HISPANIC PR WIRE)-- July 11, 2007--AT&T Inc. (NYSE:T) has announced a comprehensive bilingual Web site of parental controls designed to educate and empower Hispanic parents in managing content that is appropriate for their families. AT&T Smart Limits(TM) brings together parental control features in Spanish for the full suite of AT&T services — wireless, wireline, high speed Internet access and video — into one online portal.

The site — accessible via <http://www.att.com/controles> — provides information and directions in Spanish on how to use parental controls for wireless, Internet, video and home phone services from AT&T. With features ranging from content controls to TV channel and phone-number blockers, parental control for these AT&T services helps establish sensible boundaries around the technology that children and teens use on a daily basis.

“Children and teens are more connected than ever and are exposed to a torrent of content from different sources, some of which may not be suitable for their age,” said Laura Hernandez, AT&T executive director-Multicultural Marketing. “AT&T is committed to helping parents protect their kids’ connected experience by offering an intuitive, easy-to-use way of managing content and deciding what is appropriate for their families.”

A recent study by the Pew Hispanic Center suggests that younger and more acculturated Hispanics use the Internet and wireless phones more frequently than Spanish-dominant and older adults.

The AT&T Smart Limits site includes tools for monitoring and managing access to content from all sources:

- Wireless Smart. Provides information on controlling wireless purchases and online access and restricting mobile phone access to certain Web sites. This includes restricting the purchase of premium subscriptions and downloads, such as games, ringtones and graphics.
- Surf Smart. Offers tools for blocking Web sites that contain inappropriate and/or mature content, including how to customize security settings for each child to ensure their safety while online.
- Watch Smart. Shows how to manage your family’s TV experience, including filtering features based on movie or TV ratings and blocking channels.
- Talk Smart. Provides information on protecting children from pranksters and unwanted callers and on blocking calls to 900/976 numbers. It also disallows calls from unknown numbers.

In addition, AT&T offers the following tips for helping families enjoy the safest connected experience:

- Talk It Through. Make it a plan to talk to your kids about the rules of TV viewing, Web surfing and cell phone use at your home and let them know about the dangers of online and phone strangers and proper usage of communication whenever you are away.
- Know the Digits. Learn to recognize familiar phone numbers from your family’s circle of friends to identify



any changes in patterns. Companies offer itemized bills to show calls, and most of today's phones and mobile phones store dial information for review.

-- Keep Computers Visible. Internet access is a great tool for your family, but to ensure the safest experience, monitor usage and keep the computer in a place accessible to the entire family. Learn how to filter Web sites and establish security settings and limit screen time — just as you would TV — depending on age.

-- Get Tech Savvy. Learn to navigate mobile phones, phones, satellite TV and computers in your household. The more you know, the better you can guide your family's experience.

Parents can visit [espanol.att.com](http://espanol.att.com) to access Smart Limits, navigate consumer education information and access an Internet Safety Game in Spanish, which helps create awareness about online perils for younger Web surfers.

Note: This AT&T news release and other announcements are available as part of an RSS feed at <http://www.att.com/rss>.

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About AT&T

AT&T Inc. (NYSE: T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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