

**ICC Docket No. 08-0569**  
**AT&T Illinois Exhibit 1.1**  
**W. Karl Wardin Rebuttal Testimony**

**Schedule WKW-R4**

“Introductory”  
is a Comcast  
word meaning  
“this rate will  
go up”

**Don't put up with Comcast**

nickel-and-diming you with their introductory rates.

There are no gimmicks with AT&T — you pay the same everyday low price.

**Switch now to AT&T.**

- Get the Chicago Double Play
- Reliable home phone service
- Fastest Internet for the price\*

AT&T local and  
long distance and  
AT&T Yahoo!  
High Speed Internet for

**UNDER  
\$35\*\***  
A MONTH

And find out how you can qualify for up to \$275 cash back.



The new AT&T. Wireless, broadband, home phone and TV.

1-800-ATT-4-YOU  
[att.com/Chicago](http://att.com/Chicago)

The new



**at&t**

Your world. Delivered.™

# AT&T Illinois Commercial



<b>Product Name</b>	Bundled Services-Residential	
<b>Customer Group</b>	Residential	
<b>Company</b>	AT&T	
<b>Category</b>	Residential Communications	
<b>SubCategory</b>	Bundled Services-Residential	
<b>Ethnic</b>	General Market	
<b>DMA</b>	Chicago	
<b>Format</b>	TV	
<b>Length</b>	60 Seconds	
<b>First Run Date</b>	Dec 14, 07	
<b>Record#</b>	ATTTL-29121	
<b>Pub/Channel</b>	WLS	
<b>Title</b>	PROMOTIONAL PERIODS OVER	
<b>AdText</b>	<p>Copy: Man Dressed as Cable Bill: Oh, promotional period's over. That's gonna cost you more. Dad: Why? Man Dressed as Cable Bill: Eh, that was just one of those cable "introductory rates". Slide over, here we go. Super: at&amp;t. 1-800-836-9312.</p> <p><a href="http://www.att.com/tv9312">www.att.com/tv9312</a> Son (at computer): I can't send this email. Man Dressed as Cable Bill: Yea, it's over 10 megs. Man Dressed as Cable Bill: Those rate hikes are tough but every penny counts. SFX: Daughter breaking her piggy bank. FVO: Tired of cable? Man Dressed as Cable Bill: Atta girl! FVO: Call AT&amp;T today to get Home Phone, High Speed Internet plus your choice of Digital TV or Wireless that's 3 great services all for under \$69 a month. And that's not an introductory price like you get from Comcast. Super: Not An Introductory Price. Choose 3 of 4 services. Home Phone, High Speed Internet and choose Digital TV or Wireless all for under \$69 a month. at&amp;t. 1-800-836-9312.</p> <p><a href="http://www.att.com/tv9312">www.att.com/tv9312</a> FVO: So now's the perfect time for you to make the switch to AT&amp;T. Act now and for a limited time get \$50 cash back! So call today to get Home Phone, High Speed Internet and your choice of Digital TV or Wireless. Super: Fastest Internet for the price. Super: Access to more HD channels than cable. Super: More Bars in More Places. FVO: Only AT&amp;T offers all three for under \$69 a month and that's not an introductory price. Plus act now and get \$50 cash back. Dad: Thanks, but we found a better solution with AT&amp;T. Man Dressed as Cable Bill: If I had a nickel for every time I heard that! FVO: From AT&amp;T your world, delivered. Title: at&amp;t Your world. Delivered. 1-800-836-9312. <a href="http://www.att.com/tv9312">www.att.com/tv9312</a></p>	
<b>Source</b>	<b>Pub-DMA</b>	<b>Issue Date</b>
WLS	Chicago	Dec 14, 07

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<b>Ethnic</b>	General Market	
<b>DMA</b>	Chicago	
<b>Format</b>	TV	
<b>Length</b>	30	
<b>First Run Date</b>	Jan 21, 08	
<b>Record#</b>	ATTTL-29756	
<b>Pub/Channel</b>	WLS	
<b>Title</b>	ONCE UPON A TIME THERE WAS A	
<b>Ad Text</b>	<p>Copy: Guy Reading Storybook Titled "A Cable Fable": Once upon a time there was a Sheep who did not want high priced cable in his home. "I'm just a little introductory rate." said Comcast. But time passed and Comcast took off its low introductory rate, ohh, and raised its prices! "Whoa, Dude" said the Sheep. "Oh well." said Comcast. The End. MVO: Get AT&amp;T's consistent low prices plus find out how you can qualify for up to \$50 dollars cash-back. Super: High Speed Internet, Home Phone, Digital Satellite TV or Wireless. Three services for under \$69. Super: Not an introductory rate. Title: at&amp;t at&amp;t. 1-800-pick-att. <a href="http://www.att.com">www.att.com</a></p>	
<b>Source</b>	<b>Pub-DMA</b>	<b>Issue Date</b>
WLS	Chicago	Jan 21, 08