

FOR IMMEDIATE RELEASE

Media Contact:

Linda Sherry, Director, National Priorities - Consumer Action

Email: linda.sherry@consumer-action.org

Phone: 202-544-3088

**CONSUMER ACTION LAUNCHES NATIONAL WIRELESS EDUCATION
INITIATIVE WITH SUPPORT FROM AT&T**

WirelessED campaign to empower consumers on understanding the wide range of choices in wireless products and services; Program to tap into network of over 8,000 Community-Based Organizations

SAN FRANCISCO- March 9, 2011- Consumer Action, a national nonprofit education and advocacy organization, today announced a national program to educate hundreds of thousands of consumers on how best to navigate the evolving world of wireless devices and services. With support from AT&T, Consumer Action is creating a multilingual consumer education initiative titled WirelessED that provides carrier-neutral tools and resources to empower consumers on wireless management.

"As we all rely on our wireless devices more and more every day, none of us want to be surprised by unexpected charges in our monthly bills," said **Ken McEldowney, Executive Director of Consumer Action**. "WirelessED will: promote the use of interactive tools and materials to project monthly data usage; educate consumers about selecting new wireless services and devices; and explain how pricing works nationwide and internationally."

Consumer Action is creating a multilingual educational module that contains three brochures and a training packet to assist community based organizations (CBOs) in educating their members both one-on-one and through group presentations. Informational brochures and trainings will be provided throughout the country through Consumer Action's network of more than 8,000 CBOs, helping more than 200,000 hard-to-reach consumers.

These materials will also be available on the program's website, WirelessEd.org, which features interactive tools to calculate and track data use, as well as non-commercial wireless materials and resources, and direct links to tools available from all carriers.

Initial "train-the-trainer" sessions will be held in Atlanta, Houston, and San Francisco beginning in June and will consist of hands-on training for CBO staff on how best to use the project's materials in assisting their clients. The brochures will cover the following topics: understanding wireless data, mobile applications and tools available for monitoring usage, international

roaming, and selecting the right wireless devices, including information on new smartphones and features that best fit the consumer's needs. Program materials will be available in English, Spanish, Korean, Chinese, and Vietnamese. A multilingual hotline, 415-777-9635, will provide advice and referrals as well.

“Our customers benefit from knowing as much as possible about their wireless devices and services, and we're continually working to ensure they have access to the information that will help them,” said **Charlene Lake, AT&T Senior Vice President of Public Affairs and Chief Sustainability Officer**. “We're delighted to support Consumer Action and the WirelessED project because it will further extend knowledge about the many valuable bill management tools available today in the industry.”

To access the WirelessED initiative online, visit www.wirelessED.org. To receive updates through Twitter, follow [@KnowUrWireless](https://twitter.com/KnowUrWireless). Find the campaign on Facebook at facebook.com/wirelesseducation.

For more information or to request an interview in English, Spanish or Chinese, contact Linda Sherry at 202-544-3088, or by e-mail at linda.sherry@consumer-action.org.

###

About Consumer Action

Consumer Action has been a champion of underrepresented consumers nationwide since 1971. A nonprofit 501(c)3 organization, Consumer Action focuses on financial education that empowers low to moderate income and limited-English-speaking consumers to financially prosper. Our diverse staff provides expert commentary on key consumer issues supported by solid data. We offer access to victim testimony, as well as expertise on current financial issues affecting low to moderate income and limited-English-speaking consumers

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. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.