AT&T Messaging Toolkit for Marketing

Marketers have the critical need to communicate regularly with their customers. Targeting diverse groups of customers – both existing and prospective – can be critical to the success of product announcements, grand openings, advertising campaigns, loyalty programs, etc. Yet managing these communications can be expensive and tax scarce resources. AT&T Messaging Toolkit is designed for marketing campaigns; engaging your audience with compelling messages via their preferred channel. With a single user interface, you can manage messages sent via all channels – email, text (SMS and MMS), voice broadcast, instant messaging, and social media. It is very simple to use and there is no need to purchase and learn multiple products in managing diverse communications channels.

People are different and consequently prefer different message delivery methods. Some prefer email, others mobile texts, some even prefer to be contacted on their voice line or even on their favorite social media site like Facebook. AT&T Messaging Toolkit makes it possible to honor each customer's preferred method of delivery.

AT&T Messaging Toolkit offers a single platform for all marketing communications. It creates and manages a single contact database that communicates with recipients the way they want to be contacted. You can start building your contact database or upload an existing opt-in list. It’s easy to build on what you have with tools that make it convenient for your audience to opt-in with keyword responses, mobile and online sign up pages, and Facebook widgets.

With AT&T Messaging Toolkit, you have the ability to create, manage, and measure campaigns. You can create one or more messages across multiple channels within a campaign and send messages immediately or at a specified time. Reporting can be viewed by message and or campaign.

Multi channel campaigns from one simple user interface means you can engage your customers the way they prefer, effectively. Because these benefits come from a single vendor with one price for all messaging, budgeting and management for marketing communications couldn’t be better.

Potential Benefits of Messaging Toolkit

1. Increase sales and boost profit
   a. Drive traffic to your storefront or online by sending targeted promotional messages, product updates, coupons, and real-time promotions.
   b. Boost attendance at sales events by announcing it through multiple channels for higher exposure.
   c. Harness the power of direct and instant mobile marketing to send out time sensitive promotions to quickly drive traffic and sales during down times.
   d. Promote repeat business by scheduling follow up promotional messages, special discounts, event notifications, and product release notifications to those who opted-in.
   e. You have five ways to boost response rates and sales, while while potentially saving money by bundling multiple services for one low price.
   f. Key features: mobile coupons, picture/video messaging, voice broadcast, email, SMS text, bulk text, mobile eCards, instant messaging, and social media posts.

Potential Benefits

- Convert single-visit customers to repeat customers
- Announce new products and promotions
- Remind customers of upcoming appointments and important events
- Engage customers based on their preferences
- Grow and organize customer contact lists
- Create and manage multi-channel campaigns
- Analyze the effectiveness of marketing campaigns
2. Grow customer base for future marketing campaigns
   a. Multiple ways to easily acquire new customers and capture contact information through traditional sign-up forms or through mobile features.
   b. Fun, easy, and engaging ways for your customers to opt-in to your network with minimal effort.
   c. Broaden your customer base by reaching potential customers through different modes.
   d. Key features: keywords/short codes, online sign-up pages, Facebook widget, shuffle responder, mobile voting, custom data-fields, and text-to-screen.

3. Build awareness
   a. Increase product awareness by quickly announcing new products or services to the masses through multiple communication channels for maximum exposure.
   b. Promote positive word-of-mouth marketing and buzz by going viral with social media.
   c. Special promotions, marketing collateral, and social posts can easily be forwarded and circulated to increase brand awareness.
   d. Key features: mobile coupons, picture/video messaging, voice broadcast, email, SMS text, bulk text, mobile eCards, instant messaging, and social media posts.

4. Increase response rates
   a. Deliver high impact messages and eliminate noise by sending messages directly to the customer, unlike traditional forms of marketing such as print.
   b. Utilizing digital marketing technology allows your business to reach your customer database instantly through relevant and most used channels of communication, despite their hectic lifestyles.
   c. Amplify your marketing message and capture the attention of your audience when sending out staggered messages through multiple modes over the course of a campaign.
   
5. Run better and smarter campaigns
   a. Enhance current or traditional marketing efforts such as print with mobile marketing to increase effectiveness.
   b. Measure results and analyze the success rate of your campaigns with analytic tools.
   c. Become cost and time efficient with a simple integrated software that can be operated by one member of your staff.
   d. Run multiple campaigns simultaneously and schedule time release campaigns.
   e. Key features: mobile coupons, picture/video messaging, voice broadcast, email, SMS text, mobile eCards, instant messaging, and social media posting.
   
6. Promote customer loyalty and increase retention rates
   a. Gather feedback from customers through social media and voting campaigns.
   b. Develop closer relationships with customers through instant two-way communication.
   c. Qualify and identify your most loyal customers through V.I.P. promotions, so you can dedicate your resources to them to keep them coming back for more.
   d. Key features: social media posting, mobile voting, text-to-screen, keywords, two-way texting, instant messaging, SMS text messaging, mobile eCards, and picture/video messaging.

AT&T Messaging Toolkit Can Help You:
1. Restaurants
   a. Bring in more first-time guests.
   b. Increase repeat customer visits.
   c. Fill tables during slow periods.
   d. Automatically collect guest contact information.
   e. Reduce cancelled reservations.

2. Retail
   a. Bring in more first-time shoppers.
   b. Increase repeat customer visits.
   c. Bring in shoppers during slow periods.
   d. Automatically collect customer contact information.
   e. Update customers about new products and sales.
3. Clubs, bars, event promoters
   a. Gather V.I.P. lists and contact information for future marketing.
   b. Notify guests of special events, performances, and deals to drive attendance.
   c. Pack venues and drive traffic.

4. Beauty salons
   a. Reduce appointment cancellations and missed appointments.
   b. Effectively notify customers of deals or open appointment slots.
   c. Spread awareness of new product lines or services.
   d. Offer promotions to drive traffic.

5. Sports teams
   a. Drive attendance at games.
   b. Boost interaction and excitement with fun features like text-to-screen.
   c. Send out schedule of games to boost attendance.
   d. Send out sales promotions for merchandize and ticket availability.

6. Gyms
   a. Boost membership by offering special deals and coupons.
   b. Notify members of their personal training sessions.
   c. Blast of sales promotions on merchandise or food products.
   d. Blast out tips for workout routines.
   e. Notify customers of holiday hours or closures.

7. Hospitality
   a. Notify customers of vacancies.
   b. Get customer feedback on their experience quickly through mobile poll.
   c. Show customers you care by sending holiday or “thank you” eCards.
   d. Send out important information such as operating hours, check-out times, or to educate them about complimentary services.

8. Real estate agents
   a. Educate customers on property details.
   b. Boost attendance and open houses.
   c. Make sure clients are aware of new property listings in real time.
   d. Notify clients of price reductions instantly.
   e. Visually show properties through picture or video messaging to capture interest.

Why AT&T Messaging Toolkit?
- Affordable all-in-one multi-application messaging solution.
- Easy-to-use web portal designed for do-it-yourself users.
- Templates and aids available to assist in campaign development and contact management.

Multi Channel Plans (“Multi Plans”)
AT&T Messaging Toolkit Multi Channel Plans allow you to access a portal for creating, managing, and measuring campaigns that can include text messaging (SMS/MMS), email, instant messaging, social messaging, and voice broadcasts. AT&T Messaging Toolkit Multi Plans supports both HTTP and REST application programming interfaces (“API’s”) for Multi 6,800 and higher.

<table>
<thead>
<tr>
<th>Multi Plan</th>
<th>Price (Monthly Recurring Charge)*</th>
<th>Roll Over Credits†</th>
<th>Max Mobile Keywords</th>
<th>Max Number of Email Contacts</th>
<th>Email</th>
<th>Instant Message</th>
<th>Social Message</th>
<th>API Access</th>
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<tbody>
<tr>
<td>Multi 1,000</td>
<td>$50</td>
<td>1,000</td>
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<td>100</td>
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</tbody>
</table>

Larger plans available upon request.

* No proration for partial months, including where Customer changes Multi-Plans (Customer will receive full month of Roll Over Credits and service from the changed plan the following month, after the month in which the change takes place).
† Unused credits are carried forward.
¥ Multi Plans up to Multi 30,000 are available to customers in Puerto Rico.
Additional Rollover Credits

<table>
<thead>
<tr>
<th>Additional Rollover Credits</th>
<th>Price (Non-Recurring Charge)</th>
<th>Roll Over Credits†</th>
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<tbody>
<tr>
<td>1,000 Credits</td>
<td>$50</td>
<td>1,000</td>
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<tr>
<td>2,500 Credits</td>
<td>$125</td>
<td>2,500</td>
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<tr>
<td>5,000 Credits</td>
<td>$230</td>
<td>5,000</td>
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<tr>
<td>10,000 Credits</td>
<td>$400</td>
<td>10,000</td>
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<tr>
<td>20,000 Credits</td>
<td>$680</td>
<td>20,000</td>
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<tr>
<td>50,000 Credits</td>
<td>$1,400</td>
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<tr>
<td>100,000 Credits</td>
<td>$2,200</td>
<td>100,000</td>
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</table>

Larger plans available upon request.

† Unused credits are carried forward

Professional Services

<table>
<thead>
<tr>
<th>Professional Services</th>
<th>Price (Non-Recurring Charge)</th>
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<tbody>
<tr>
<td>Advanced Support &amp; Campaign Management (5 hours)</td>
<td>$495</td>
</tr>
<tr>
<td>Marketing Consulting (5 hours)</td>
<td>$995</td>
</tr>
<tr>
<td>API Integration (1 hour)</td>
<td>$200</td>
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</tbody>
</table>

Additional Keywords

Multi Plans include a maximum number of keywords that can be used with AT&T Messaging Toolkit’s shared common short code. To use additional keywords, the following monthly plans are available.

<table>
<thead>
<tr>
<th>Additional Keywords</th>
<th>Price (Monthly Recurring Charge)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Keyword</td>
<td>$15</td>
</tr>
<tr>
<td>5 Keywords</td>
<td>$50</td>
</tr>
<tr>
<td>10 Keywords</td>
<td>$70</td>
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<tr>
<td>50 Keywords</td>
<td>$250</td>
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<tr>
<td>100 Keywords</td>
<td>$300</td>
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</tbody>
</table>

Dedicated Short Code Services

The following fees apply for dedicated short codes. Customer assumes responsibility for all related Common Short Code Administration ("CSCA") fees.

<table>
<thead>
<tr>
<th>Dedicated Short Code Services</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Code Provisioning</td>
<td>$3,500 (Non-Recurring Charge)</td>
</tr>
<tr>
<td>Short Code Management</td>
<td>$500 (Monthly Recurring Charge)</td>
</tr>
<tr>
<td>Change Brief*</td>
<td>$500 (Non-Recurring Charge)</td>
</tr>
</tbody>
</table>

* Change briefs occur when there is a change to a short code or when regulatory agencies request a brief.
Account Cancellation: If Customer cancels AT&T Messaging Toolkit, then Customer retains access to the AT&T Messaging Toolkit until the last day of the billing cycle, at which time the Portal and all customer data will no longer be accessible to Customer. In such case, unused credits will terminate at the end of the billing cycle. If Customer account is cancelled by AT&T as a result of abuse or violation of terms of service, Customer will no longer retain access to the AT&T Messaging Toolkit portal or account data effective on the date of cancellation. In such case, unused credits will be forfeited on the date of cancellation. AT&T and its suppliers may delete any of your archived data after 90 days from the date of termination.

Non-AT&T Devices/Service: With respect to each message that Customer sends to an end user with a non-AT&T device/service, Customer is responsible for ensuring that the Solution for reasons beyond AT&T's control. Support: 24x7 technical support for AT&T Messaging Toolkit provided by AT&T and its suppliers. Second tier and higher support not available 24x7. For non-AT&T Messaging Toolkit issues, all technical support will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions. Support: 24x7 technical support for AT&T Messaging Toolkit.

Sending and/or Receiving Messages: AT&T Messaging Toolkit requires internet access to access the Solution. AT&T has no liability to Customer for Customer’s inability to access the Solution for reasons beyond AT&T’s control. If any messages are attempted to be sent from AT&T Messaging Toolkit to any nonsupported, restricted, blocked or unavailable wireless phone numbers or devices at AT&T or any wireless carrier, such messages will not be delivered. Customer is responsible for managing, maintaining and securing information about individual recipients and group distribution lists used in AT&T Messaging Toolkit. AT&T’s privacy policy may be viewed at www.att.com/privacy. Customer is responsible for ensuring accurate phone numbers are entered into AT&T Messaging Toolkit address book and group distribution lists, and Customer is responsible for removing any unwanted phone numbers from AT&T Messaging Toolkit address book and group distribution lists. Customer must take all reasonable steps to ensure that the Customer password and username are not disclosed to a third party or compromised in any way. Use of AT&T Messaging Toolkit for such situations; in any such situations AT&T Messaging Toolkit must not be used as the sole method of sending SMS, MMS, e-mail or IM notifications that contain information that is essential to the protection of life or property. First responders should not rely on AT&T Messaging Toolkit for such situations; in such situations AT&T Messaging Toolkit may be more susceptible to blocking, outages, delays and congestion, and greater risk of non-delivery.

HIPAA: If Customer chooses to use AT&T Messaging Toolkit to transmit Protected Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department.
of Health and Human Services pursuant to the Health Insurance Portability and Accountability Act ("HIPAA").

Messages, Privacy and SPAM: AT&T is a strong supporter of a SPAM-free communication environment and AT&T Messaging Toolkit follows the strictest permission-based philosophies. Customer support monitors large email imports as well as emails, instant messages, and mobile texts for the purpose of minimizing complaints on unwanted SPAM, which may cause delivery delays. Any account found to be using AT&T Messaging Toolkit for SPAM will be suspended without notice. If you know of or suspect any violators, please notify us immediately at mobilityabuse@att.com or deliver an SMS message to 7726. Any unused credit or remaining service fee will not be refunded. Customer’s AT&T Messaging Toolkit Online Sign-up page must state why you are collecting the recipient’s contact information, how you plan to use the contact information, and must follow AT&T’s terms of use and Privacy Policy. Every out-going message via AT&T Messaging Toolkit must contain a mandatory unsubscribe link or “STOP” instruction, as applicable. If the link or instruction is removed or de-activated in any way, AT&T may suspend or terminate the customer’s account. A recipient who chooses to unsubscribe or replies to any mobile text via the “STOP” command will be automatically removed from your contact list. Additionally, AT&T or its supplier automatically sends all of your new contacts an email, instant message, or mobile text confirming their interest in receiving messages from you.

Notwithstanding AT&T’s anti-SPAM commitment and procedures, it is Customer’s responsibility to comply with all applicable SPAM and privacy regulations and guidelines in each jurisdiction where messages are transmitted, distributed or received. Customer agrees it will not use AT&T Messaging Toolkit to send messages to any recipient without their consent. Customer will have the burden of proving consent with clear and convincing evidence if a recipient complains customer did not obtain their consent consistent with applicable rules and regulations. Consent cannot be evidenced by third party lists Customer purchased or obtained. Customers importing distribution lists and Customers utilizing the API must certify that all numbers are 100% opt-in and were not exchanged, rented or purchased from a third party or business entity in any way, as well as compliance with relevant rules and regulations. Our certification forms are made available during the import upload process and the API provisioning process and are available for your review upon request.

Customer cannot use AT&T Messaging Toolkit to transmit any communication that would violate any applicable federal, state, and local law, court order or regulation, including but not limited to the Telephone Consumer Protection Act, 47 U.S.C. § 227 (“TCPA”), the rules governing the DoNotCall Registry, currently found at www.donotcall.gov, and the CAN-SPAM Act. You agree to comply with the Guidelines of the Mobility Marketing Association, currently found at http://www.mmaglobal.com/bestpractices.pdf, and of the CTIA, currently found at http://www.wmccglobal.com/images/CTIA_playbook.pdf, as such guidelines may be amended from time to time. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate your AT&T Messaging Toolkit without notice. AT&T’s failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies.

Cellular coverage is not available in all areas. Due to cellular coverage and system limitations, AT&T Messaging Toolkit functionality may not be accessible at all times. AT&T wireless coverage maps are available at wireless.att.com/coverageviewer. Non-AT&T devices/services are not covered by the AT&T networks and additional terms and conditions may apply (refer to your wireless carrier). Coverage is subject to transmission limitations and terrain, system, capacity and other limitations. AT&T does not guarantee the availability, security, reliability, speed of message delivery, or timeliness of message delivery of AT&T Messaging Toolkit functionality, and AT&T makes no Service Level Agreements (SLAs), guarantees or warranties with respect to the performance of AT&T Messaging Toolkit. Delivery time is dependent upon the conditions prevailing at the time of submission and actual delivery and/or delivery within a specific period of time are not guaranteed. Messages may not be successfully terminated, or terminated in a timely manner, on an end user’s handset. This could be due to, for example, the end user’s handset not working properly, being switched off or out of range, or the message storage space on the end user’s handset being full.

Short Codes: AT&T Messaging Toolkit includes access to a shared common short code ("CSC") provided by AT&T for SMS and MMS messages. If a customer desires a dedicated CSC, AT&T can assist in the provisioning and utilization of the dedicated CSC within AT&T Messaging Toolkit, subject to applicable fees. Customer is responsible for acquiring the dedicated CSC and payment for all Common Short Code Administration lease fees. Submitting the request for carrier approval of a CSC does not guarantee that a participating carrier will accept or implement the CSC or that Customer will be able to use the CSC at all. Carrier CSC approval can take 12 weeks or longer, and will vary according to the time required to secure Customer’s CSC approval from each desired carrier. AT&T makes no guarantees as to the timing of receipt of any carrier’s CSC approval.

Additional Terms: AT&T Messaging Toolkit is also subject to customer’s Wireless Agreement, the applicable voice, data and/or text messaging plan brochures found at att.com/abs-addtl-terms and coverage maps. All non-AT&T devices and service used with AT&T Messaging Toolkit will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions. Offer subject to change without notice.

For more information contact an AT&T Representative, call 1-888-661-1212, or visit www.att.com/messagingtoolkit.