

EXHIBIT B



Introducing iPhone 3G. With fast 3G wireless technology, Maps with GPS, support for enterprise features like Microsoft Exchange, and the new App Store, iPhone 3G puts even more features at your fingertips. And like the original iPhone, it combines three products in one—a revolutionary phone, a widescreen iPod, and a breakthrough Internet device with rich HTML email and full web browsing. iPhone 3G. It redefines what a mobile phone can do—again.

Revolutionary Mobile Phone

iPhone is a revolutionary mobile phone that allows you to make a call by simply tapping a name or number in your address book, favorites list, or call log. It automatically syncs all your contacts from a PC, Mac, or Internet service. And Visual Voicemail lets you select and listen to messages in whatever order you want—just like email.

Great Widescreen iPod

iPhone is a widescreen iPod with touch controls that shows off your content—including music, videos, podcasts and audiobooks—on a beautiful 3.5-inch display. Sync content from the iTunes library on your Mac or PC. Scroll through songs and playlists with the touch of a finger. Even browse your album artwork using Cover Flow.

Internet in Your Pocket

iPhone uses fast 3G and Wi-Fi wireless connections to deliver rich HTML email, Maps with GPS, and Safari—the most advanced web browser on a portable device. iPhone automatically syncs bookmarks from your PC or Mac and has Google and Yahoo! search built in. Since iPhone multitasks, you can even make a phone call while emailing a photo or surfing the web over a Wi-Fi or 3G connection.

Maps with GPS

Find your location, get directions, and search for nearby businesses—all from your phone. Maps on iPhone 3G combines GPS, Wi-Fi, and cell tower location technology to create the best map application on a mobile phone.

App Store

Tap into the App Store and you'll find applications in every category—from games to business, education to entertainment, productivity to social networking. Applications for iPhone take advantage of its groundbreaking features such as Multi-Touch, GPS, and the accelerometer. Some are even free. And they can all be downloaded wirelessly to your iPhone.

AT&T Advantages

AT&T HAS THE BEST COVERAGE ON THE GLOBE
More Bars in More Places

LARGEST MOBILE TO MOBILE COMMUNITY
with unlimited calling to AT&T's wireless customers – over 70 million

ROLLOVER MINUTES

Only AT&T lets you keep your unused minutes

More bars in more places

1-800-331-0500

For deaf/hard of hearing customers:
(TTY) 1-866-241-6567

Questions on accessibility by persons
with disabilities:
1-866-241-6568



Terms Applicable to AT&T Nation/FamilyTalk* GSM Plans. Credit approval required. Subscriber must live and have a mailing address within AT&T's owned network coverage area. An early termination fee of \$175 applies if service is terminated before the end of the contract term. The fee will be reduced to \$50 for each full month toward your minimum term that you complete. If phone is returned within 30 days in like-new condition with all components, early termination fee will be waived. All other charges apply. Some dealers impose additional fees. **Minute Increment/Billing and Usage:** Airtime and other measured usage are billed in full-minute increments, and actual airtime and usage are rounded up to the next full increment at the end of the month. **Porting:** Porting of service to another wireless call minutes will be deleted according to usage in the following order: Night and Weekend Minutes, Mobile to Mobile Minutes, Anytime Minutes and Rollover Minutes. Calls placed on networks served by other carriers may take longer to be processed, and billing for these calls may be delayed. Those minutes will be applied against your Anytime monthly minutes in the month in which the calls appear on your bill. Unanswered outgoing calls of 30 seconds or longer will be counted against your minutes. **Pricing/Taxes/Service:** Final month's charges are not prorated. Prices are subject to change. Prices do not include taxes. **Activation Fees:** \$36 Activation Fee for nighttime. \$26 Activation Fee applies on each additional FamilyTalk line. **Nights and Weekends:** Nights are 9:00 p.m. to 6:00 a.m. Weekends are 9:00 p.m. Friday to 6:00 a.m. Monday (based on time of day at switch providing your service). Included long distance calls can be made from the 50 United States, Puerto Rico and U.S. Virgin Islands and 30 international countries. Roaming charges do not apply when roaming within the service area of land-based networks of the 50 United States, Puerto Rico and U.S. Virgin Islands. International long distance rates vary. Additional charges apply to services used outside the land borders of the U.S., Puerto Rico and U.S. Virgin Islands. **Unlimited Voice Services:** Unlimited voice services are provided solely for live dialog between two individuals. Unlimited voice services may not be used for conference calling, call forwarding, monitoring services, data

transmissions, transmission of broadcasts, transmission of recorded material, or other connections which do not consist of uninterrupted live dialog between two individuals. If AT&T finds that you are using an unlimited service for other than live dialog between two individuals, AT&T may terminate the service. AT&T will provide notice that it intends to take any of the above actions, and you may terminate the agreement. **International Roaming:** Substantial charges may be incurred if phone is taken out of the U.S. even if no services are intentionally used. Receipt of Visual Voicemail messages when roaming internationally are charged at international data pay per use rates unless customer has an international roaming plan. International roaming charges for voice messages (text messages) are charged at international rates. **Off-net Usage:** Off-net usage is usage outside the United States, U.S. Virgin Islands and Puerto Rico with the exception of Guam and Northern Mariana Islands. **Off-net Usage:** If your minutes of use (including unlimited services) on other carrier networks ("off-net usage") during any two consecutive months exceed your off-net usage allowance, AT&T may, at its option, terminate your service, deny your continued use of other carriers' coverage, or change your plan to one that imposes usage charges. **Off-net Usage:** Off-net usage charges are 75¢ per minute. **Off-net Usage:** 40% of the minutes included with your plan. AT&T will provide notice if it intends to take any of the above actions, and you may terminate the agreement. **Caller ID Blocking:** Your billing name may be displayed along with your wireless number on outbound calls to other wireless and landline phones with Caller ID capability. Contact customer service for information on blocking the display of your name and number. You may be charged for both an incoming and an outgoing call when incoming calls are routed to your e-mail address. **FamilyTalk:** FamilyTalk is a two-year service agreement for each line. FamilyTalk plans include only package minutes included with the primary number, and minutes are shared by the additional lines. The rate shown for additional minutes applies to all minutes in excess of the Airtime Minutes. FamilyTalk requires two lines. If the rate plan for the primary number is changed to an ineligible plan or the primary number is disconnected, one of the existing additional lines shall become the primary number on the rate plan previously assigned to by the carrier. **Roller Minutes:** Roller Minutes are minutes that do not accumulate and expire through 12 rolling bill periods. Bill Period 1 (activation) unused Anytime Minutes will not carry over. Bill Period 2 unused Anytime Minutes will begin to carry over. Rollover Minutes accumulated starting with Bill Period 2 will expire each bill period as they reach a 12 bill period age. Rollover Minutes will also expire immediately upon default or if customer changes to a non-Rollover plan. If you change plans, including the formation of FamilyTalk, any accumulated Rollover Minutes in excess of your new plan or the primary FamilyTalk line's included Anytime Minutes will expire. Rollover Minutes are not redeemable for cash or credit and are not transferable. **Mobile to Mobile Minutes:** Mobile to Mobile Minutes may be used for dialing or receiving calls from any other AT&T wireless phone number within your calling area. Mobile to Mobile Minutes may not be used for international calls or for calls to other carriers. **Features/Data Plans:** For full details on messaging and data usage see att.com/mediatalk. Certain features will not be available in all areas at all times. See Roadside Assistance welcome letter and/or brochures for full terms and conditions. **VoiceDial:** See VoiceDial brochure for full details. No discounts available on Unlimited calling plans. **Data Plans:** An eligible data plan for iPhone is required. This data plan covers data usage in the U.S. and does not cover international data usage. Changes to the plan are determined by you and are subject to the applicable terms and conditions. **AT&T:** AT&T is a registered trademark of AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property. Subsidiaries and affiliates of AT&T Inc. provide products and services under the AT&T brand. © 2008 Apple Inc. All rights reserved. Apple, the Apple logo, iPod, iTunes, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone, Multi-Touch and Safari are trademarks of Apple Inc.

AT&T plans for iPhone 3G



Only on the new at&t

AT&T Plans for iPhone 3G (U.S. Coverage Packages)

AT&T NationSM

	450	900	1350	UNLIMITED UNLIMITED Data (Email/Web) Visual Voicemail
Anytime Minutes	5000	UNLIMITED	UNLIMITED	UNLIMITED
Night & Weekend Minutes	.45¢	.40¢	.35¢	—
Additional Minutes	\$69.99	\$89.99	\$109.99	N/A
Per Month				\$129.99

AT&T FamilyTalkSM

Includes 2 Lines

	700	1400	2100	3000	4000	6000	UNLIMITED UNLIMITED Data (Email/Web) Visual Voicemail
Shared Anytime Minutes	.45¢	.40¢	.35¢	.25¢	.20¢	.20¢	UNLIMITED
Additional Minutes	\$129.99	\$149.99	\$169.99	\$209.99	\$259.99	\$359.99	N/A
Per Month							\$259.99
Additional iPhone Line							\$129.99

INCLUDED FEATURES WITH AT&T NATION AND FAMILY TALK PLANS:

Nationwide Long Distance and Roaming, Call Forwarding, Call Waiting, 3-Way Calling and Caller ID.

There are no equipment or monthly service discounts available with the purchase of an iPhone. Visual Voicemail can be password protected to secure your voicemail messages, contacts and related content. All plans require a 2-year AT&T service agreement, an activation fee, and are subject to AT&T credit approval. AT&T also imposes monthly a Regulatory Cost Recovery Charge of up to \$1.25 to help defray costs incurred in complying with State and Federal telecom regulations, State and Federal Universal Service Charges, and surcharges for customer-based usage. All charges are in U.S. dollars. Premium messages sent from the U.S. are 25¢ for each message sent. Charges for international usage while roaming internationally: 50¢ for each text message sent and \$0.0195 for each kilobyte used. Standard rates apply to all incoming messages. Additional charges for premium messages and content apply. Additional subscription and download charges may apply.

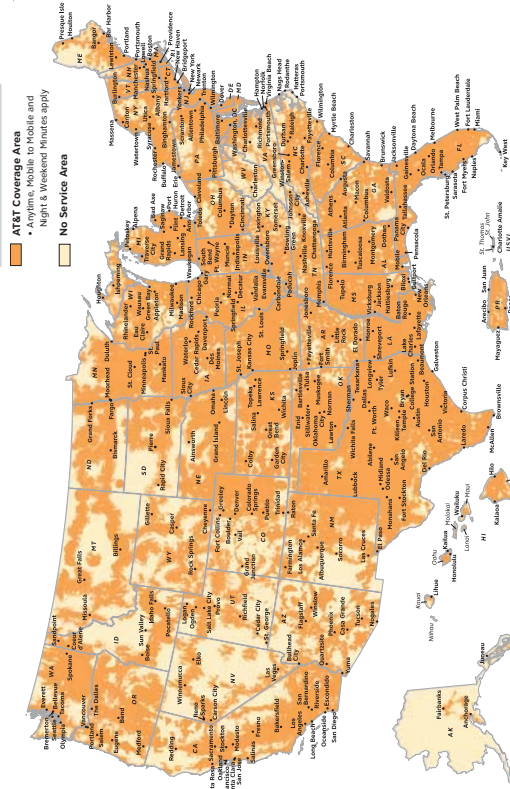
Add Text

For individuals	\$20 per month
UNLIMITED	\$15 per month
1500 Messages	\$5 per month
200 Messages	
For FamilyTalk	
UNLIMITED	\$30 per month
Pay Per Use	.20¢ per text message if no plan selected

International Roaming

Outside of the U.S, voice and data usage, including data usage incurred from delivery of Visual Voicemail messages, will be charged at international rates. Data Global Plans for iPhone can be added for reduced data rates in 41 countries. For a complete list of countries and rates visit att.com/wirelessinternational.

Coverage Area Map



Your phone's display does not indicate the rate you will be charged. Please review your coverage map for areas included in and out of plan. Map depicts an approximation of outdoor coverage. Map may include areas served by unaffiliated carriers and may depict their licensed area rather than actual coverage. Coverage may vary due to terrain, weather, foliage, buildings and other obstructions, signal strength, customer equipment and other factors. AT&T does not guarantee coverage. Charges will be based on the location of the site receiving and transmitting the call, not the location of the subscriber. Future coverage, if depicted above, is based on current planning assumptions but is subject to change and may not be relied upon.