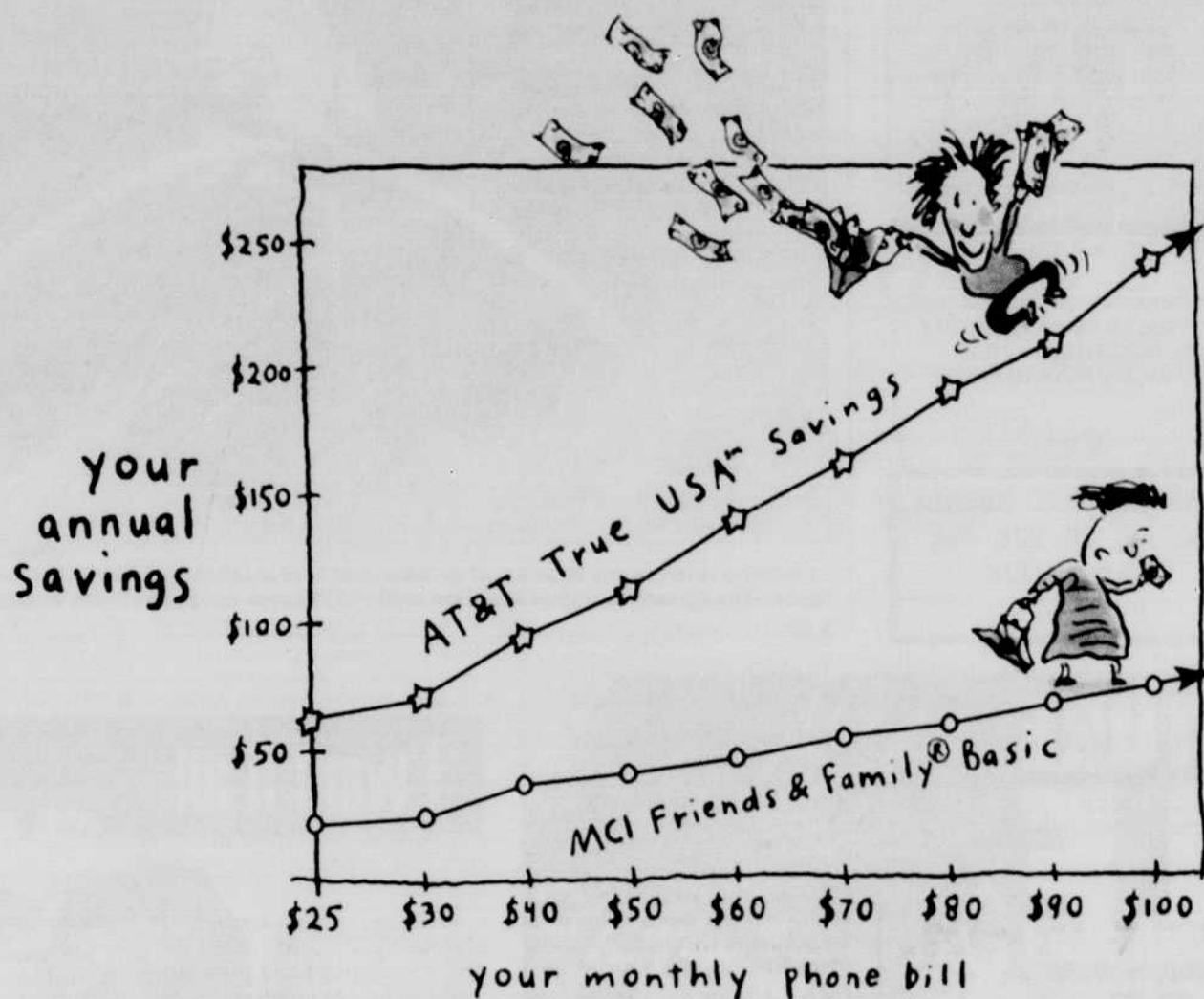


True Math.



You don't have to be a calc professor to see you could save more with AT&T True USASM Savings.

It's true—if you live off campus, AT&T True USASM Savings really could save you more. Just look up your average monthly long distance bill on the chart, and see for yourself.

Now here's why AT&T's and MCI's basic rates start off about the same. Then, with Friends and Family, MCI advertises 20% off your long distance calls, but—here's the catch—only if they're to MCI users who are also on your calling circle list. Truth is, two-thirds of most Friends and Family members' calls aren't to those selected people. So the average discount you end up seeing on your bill is only 6%.* Not the 20% you expected.

AT&T True USASM Savings is a whole lot simpler. Spend \$25 a month, and we'll subtract 20% off your bill. The full 20%—not some conditional percentage. Spend \$75 a month, and we'll take 30% off. You can save on calls to anyone, anytime, anywhere in the good old U.S. of A.** No restrictions. No calling circles. No disappointments.

So take a good look at the chart (you can ask a math major for help) and check out who's saving you what. We think you'll find you could be saving a lot more with AT&T. Call 1 800-TRUE-USASM. And get all the savings you expect.

1 800-TRUE-USASM

AT&T. Your True Voice.SM



*Discount off MCI basic rates. Friends & Family provides an extra discount on qualifying calls.
 **Discount off AT&T basic residential rates. Available in most areas. Certain exclusions apply.

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