



at&t

Cell Phone Recycling

Bill Soards, President
AT&T Colorado

AT&T Cell Phone Recycling - By the Numbers

According to the EPA, only 10 percent of all cell phones that are discarded are actually recycled.

In 2008, AT&T reused and recycled an estimated...

- **4.5 million phones**
- **More than 1.3 million pounds of accessories and batteries**
- **An increase of 15% percent for phones and 43% for accessories from 2007.**

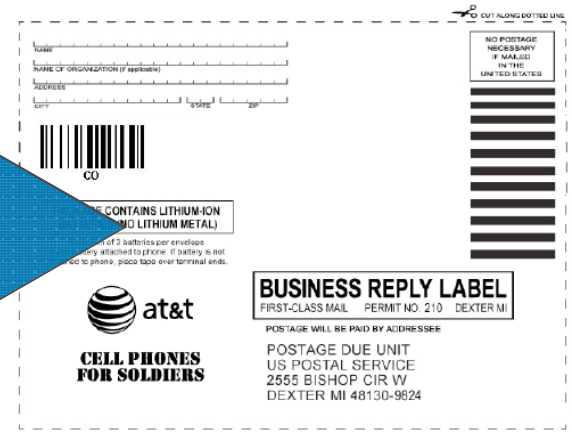


How to Recycle Phones/Accessories with AT&T



Drop Off
Wireless customers of *any* carrier can drop off used cell phones and accessories at any of the 27 AT&T-owned stores across Colorado

Send In
Download free shipping labels from att.com/recyclewireless.



AT&T Cell Phone Recycling Program

It's more than just a drop-off location...

- **Cell Phones for Soldiers**

- CPFS has **recycled more than 2.1 million phones**, an **increase of more than 43% percent** versus the same time last year.
- Recycling proceeds sent **more than 350,000 prepaid phone cards to the troops** to help them stay in touch with friends and family for free.

- **American Camp Association Contest & Awareness**

- AT&T and CPFS will launch cell phone recycling drives through the American Camp Association. Teens and tweens will compete to see who can **create the most environmentally-friendly and creative cell phone recycling bins**. An award will also be given to the camp that **collects the most used phones** from their communities.

- **AT&T Pioneers**

- Pioneers collected more than **25,000 devices since last spring**.

AT&T Cell Phone Recycling - CPFS

Helping our charity partner, Cell Phones for Soldiers, recycle 2.5 million phones during its 2008-09 Earth Day challenge has kept more than 153 tons of e-waste from entering landfills, the environmental equivalent of:

- Saving enough energy to power nearly 7,709 U.S. households for a year.
- Avoiding the same amount of greenhouse gas emissions as removing more than 5,546 passenger cars from the roads for a year.
- And keeping more than 4 tons of toxic materials out of landfills.

AT&T Cell Phone Recycling Program

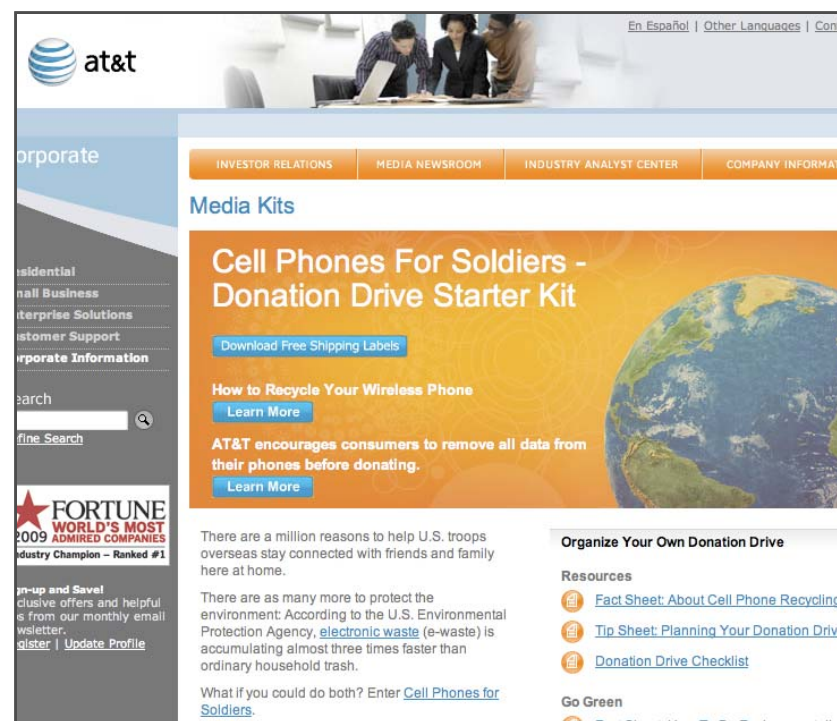
Making e-recycling accessible

- **Cell Phone Recycling Drive Toolkit**

- AT&T and CPFS provide a free starter kit, available online at www.att.com/recyclewireless. The toolkit includes environmental tips, planning tools, camera-ready artwork for recycling bins and other relevant materials.

- **AT&T Sponsored Events:**

- Handing out 20,000 free CPFS recycling mailer bags to visitors attending the AT&T National in Bethesda, Maryland.
- AT&T-sponsored music festivals this summer and Campus MovieFest this fall, which is estimated to reach more than a million college students across the country.



Wireless...The New Recyclable®

Participants adopt the following principles:

- Support efforts to collect and reuse of wireless devices
- Advance the use of recyclable products and packaging
- Encourage responsible product practices for customers, suppliers, and employees
- Inform customers how they can ensure environmentally-sound disposal of wireless devices



recyclewirelessphones.com

- Strive for continued improvement in environmental performance related to the collection and disposition of used wireless devices
- Make publicly available information on the management of used wireless devices through *Wireless...the New Recyclable®*
- Comply with all applicable regulatory and environmental requirements
- Integrate CTIA Environmental Principles into business operations

Goals of Wireless...The New Recyclable®

- ✓ Promote wireless device take-back programs, including rechargeable batteries
- ✓ Providers recycle batteries and devices for any of their competitors, free of charge
- ✓ Display and promote informational material in retail locations regarding recycling and refurbishing programs
- ✓ Direct consumers to the *Wireless..the New Recyclable®* website for information about recyclable devices, why it is important to recycle and how and where they can recycle

Questions

More info: www.att.com/sustainability