

Equal Net makes believers out of skeptics

A skeptic, the old saying goes, is one who won't take *know* for an answer. Know us, and you will recognize the amazing business opportunity that Distributed Network Service (DNS) represents.

DNS is a long-distance discount product that AT&T has developed and is making available to commercial users through non-affiliated marketing companies. Equal Net is one of a select few such firms that AT&T has authorized to market DNS.

The chief benefit of DNS is that you receive AT&T long-distance and billing services for significantly less than you would pay for identical products from MCI, Sprint or AT&T itself. Upgrading from your current carrier to DNS is transparent. The wait is minimal. Risk is non-existent.

The best long-distance and billing services in the world for less? No risk? No hassle? Right about now, the skeptic in you should be asking these questions and more. Responsible managers like you require justifiable answers. Responsible companies like ours are ready with those answers.

Is Equal Net a part of AT&T? No. In fact, we're an AT&T customer. We offer DNS to companies like yours under our billing umbrella. Essentially, Equal Net serves as an independent marketer of this AT&T developed product. Through us, you acquire AT&T long-distance and billing services at rates discounted up to 35 percent for calls made during the premium commercial dialing periods business hours Monday through Friday. And, you don't need additional equipment or special numbers.

How can equal net offer AT&T service for less than AT&T? With AT&T's approval, it's simple. This opportunity actually stems from federal regulatory actions that apply to AT&T. As the dominant long-distance carrier in the United States, AT&T is subject to a floor beneath which it cannot lower its direct rates to commercial customers. It is the only U.S. carrier that is restricted in this way.

DNS enables AT&T to provide attractive rates that are less than the FCC-enforced floor by offering this discount product for resale through non-affiliated marketing firms. Equal Net is one of those marketing companies.

AT&T created DNS. The federal government has approved it. Equal Net makes it available to you. It is a safe, solid business opportunity.

How would my business benefit from using DNS? The most basic advantage is cost savings. Using DNS, your company will have full access to AT&T's long-distance network, indisputably the world's best, at monthly savings as high as 35 percent. In fact, Equal Net guarantees that your total monthly invoice will be less than if you were being billed by any other major U.S. long-distance company. If not, we will pay you 110% of the difference between your most recent invoice and what you would have spent on any program offered by a national long-distance carrier, now, or in the future. We'll even pay to switch you back to your original carrier.

Equal Net's substantial discounts are based on your monthly volume of calls and the geographical distance over which those calls are completed. The higher your calling volume, the higher your discount rates. Using both a flat rate and a mileage approach to establish these rates, our plans are designed to make the best use of your long-distance dollars. Ask your local marketing representative for an analysis of your calling to help determine which plan is best for you.

Will I receive useful, reliable billing? Absolutely. Each month AT&T will provide you with a comprehensive statement formatted on 8.5 x 11 inch paper for ease of filing. These statements contain information such as current charges, taxes, a remittance slip and four standard management reports.

These summaries display your company's monthly long-distance record, organizing it into categories that report such data as the number, length and cost of calls by day and by area code. It even identifies the 10 most frequently called numbers each month.

If ever you have a question about your long-distance billing, AT&T provides a toll-free number that you can call to get answers.

Will my business be inconvenienced by subscribing to DNS through Equal Net? In no way. With DNS, there are no procedural changes in dialing, and there is no need to add equipment. The upgrade is

transparent. Equal Net requires no long-term commitment from you, and your business can be on-line with DNS within an average of 10 working days.

Is Equal Net qualified to provide this service? Yes. Unlike the majority of other long-distance marketing companies, our experience is rooted in the telecommunications industry. We are long-distance professionals who understand the complexities of this business and how important telecommunications has become to U.S. commerce. Equal Net is capable of providing well-founded recommendations concerning any area of telecommunications in which your company might become interested.

And, customer support is integral to the relationship Equal Net develops with our clients. Our representatives do not disappear after the sale. Instead, they continuously monitor your account, making certain that your long-distance services operate at their optimum.

Equal Net and DNS are for real. Is this too good to be true? DNS is good, and it's very, very true. You can use the best long-distance system in the world, take advantage of the most thorough and reliable telecommunications billing service anywhere and pay less for these services than those you're using right now.

Equal Net is a solid company with a great product. We know that changing long-distance services is a decision that warrants scrutiny, and we welcome that close inspection. It's alright to be careful, but don't let your natural skepticism prevent you from making a good decision. Let Equal Net and DNS reduce your long-distance charges.