

Ameritech
believes
you deserve
something
for
being a
good
customer
besides a
phone bill.

BULK RATE
U.S. POSTAGE
PAID
AMERITECH

Sample A. Sample
123 Main Street
Anytown, 12345-1234

Ameritech
S E L E C T

January 22, 1998

A
whole
new
way
to
say
thanks.

Sample A. Sample
123 Main Street
Anytown, 12345-1234

Dear Sample A. Sample,

I'd like to thank you for being one of our best customers. As I mentioned when I wrote to you last October, you are now a member of the Ameritech Select program.

The Ameritech Select program has many valuable benefits. Among them is a team of specially trained customer service professionals available to you 24 hours a day, 7 days a week, to answer questions about any Ameritech product or service. You can reach them directly by calling, toll-free, 1-888-SELECTS (1-888-735-3287).

But I'm not only writing to tell what you *get* from the Ameritech Select program. I'm also writing to ask you what you *want*. That's why I'd like you to answer the brief questionnaire enclosed with this letter. And to thank you in advance for responding, I'm sending you a gift—a free, one-year membership in the Quest program. It's designed for people like you who want to make their money go further when they travel.

Flip through the enclosed Quest Directory and you'll find nearly 100 pages of choice hotels coast to coast where you'll enjoy big savings. You'll also receive substantial discounts on Carnival Cruises, Northwest Airlines, car rentals, and fine dining. We've even enclosed your Quest membership card, so you can begin saving right now. Best of all, your membership is absolutely free.

So please take a moment to answer the enclosed questionnaire and return it in the envelope provided. Your answers will help us provide you with the products and services that meet your needs.

Once again, thank you. With your valuable input, we can make the Ameritech Select program a lot more rewarding for you. We look forward to hearing from you soon.

Sincerely,



Bruce Chatterley
Vice President
Ameritech Consumer Services

P.S. Please be sure to answer the enclosed survey. It'll only take you a few minutes, and it will help us make the Ameritech Select program more valuable to you.

Please
help us
serve
you
better.

Ameritech
S E L E C T

999999999999
Sample A. Sample
123 Main Street
Anytown, 12345-1234

Your answers will help us create the Ameritech Select program that thanks you in the way you want to be thanked. So please take a moment to complete this form and return it in the enclosed envelope.

- Which of the following do you have? *(Check all that apply.)*
 Cable Online Service Modem Fax Machine Cellular or PCS Phone
- How would you like to receive Ameritech Select program information? *(Check all that apply.)*
 Telephone Mail E-mail *(Please provide e-mail address: _____)*
 Fax *(Please provide number: _____)* Send no information
- What is your opinion of Ameritech's customer service? *(Check one.)*
 Poor Fair Satisfactory Good Excellent
- In terms of quality, value, and ease of use, how do you rate Ameritech products and services? *(Check one.)*
 Poor Fair Satisfactory Good Excellent
- Using a scale of 1 to 5 (1=Not at all interested; 5=Very interested), please tell us how interested you are in receiving discounts or coupons on the following **retail** services or products?

	Not at all interested		Very interested		
Airline travel	1	2	3	4	5
Car rental	1	2	3	4	5
Major hotel chains	1	2	3	4	5
Grocery stores	1	2	3	4	5
Book stores	1	2	3	4	5
Gas stations	1	2	3	4	5
Clothing stores	1	2	3	4	5
Fast-food restaurants	1	2	3	4	5
Full-service restaurants	1	2	3	4	5
Video rentals	1	2	3	4	5
Movie theater passes	1	2	3	4	5

- Using a scale of 1 to 5 (1=Not at all interested; 5=Very interested), how interested are you in receiving information on the following **phone-related** services or products?

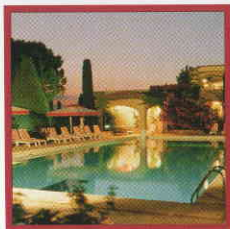
	Not at all interested		Very interested		
Americast (cable service from Ameritech)	1	2	3	4	5
Ameritech Complete Card (a credit card that is also your calling card)	1	2	3	4	5
Ameritech.net SM (online service from Ameritech)	1	2	3	4	5

- Do you run a business from your home? *(Check one.)*
 Yes No
- What age group are you in? *(Check one.)*
 Under 18 18-34 35-54 55-74 75 or older
- If you have children living in your home, what age group(s) are they in? *(Check all that apply.)*
 None Any under age 4 Any age 4-12 Any age 13-18 Any over age 18

Thank you for your time and your answers. As always, we appreciate your business.

Quest Directory

T R A V E L



S A V I N G S

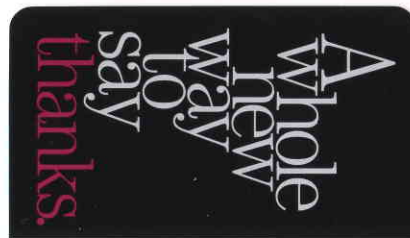


B E N E F I T S

COMPLIMENTS OF

AmeritechSelect

Our
gift
to
you.



VALID THRU
12/98
9999999

COMPLIMENTS OF
Ameritech
S E L E C T

Sample A. Sample

Quest
50% HOTEL
SAVINGS

Because the Quest Directory is constantly being updated, its listings are subject to change. Please call 1-800-742-3543 to confirm whether the hotel, restaurant, or merchant you plan to visit is currently listed.

Ameritech.
In a world of technology,
people make the difference.™