

PRESS RELEASE

AT&T's Greg Dardis to speak at ASTD Annual Industry Conference with The Service Profit Chain Institute's Executive Director, Joe Wheeler

AT&T partnered with The Service Profit Chain Institute to design and deliver high impact leadership programs driving the company's growth strategies.

Boston, May 5, 2012: The Service Profit Chain Institute is pleased to announce that Greg Dardis, AT&T University's AVP of Leadership Development plans to speak with SPCI's Executive Director, Joe Wheeler at this year's annual ASTD international conference in Denver Colorado.

Mr. Dardis and Mr. Wheeler will co-lead a session called: *AT&T's Leadership Development Platform for Growth* that was recognized by CLO magazine as the top Corporate University in 2010. Dardis and Wheeler will share the details of one of AT&T's landmark programs that they partnered with SPCI on entitled *Leading with Distinction 3 – Driving Loyalty*.

"SPCI has been a key partner as we continue on our journey to achieve One AT&T in the eyes of our customers", Mr. Dardis explained. "We are changing the customer experience through the work of our leaders thanks to SPCI's help. They are more than a partner. They are family."

"The whole *Leading with Distinction* series that we have been fortunate to be part of is making a tangible difference in the business", Mr. Wheeler added. "AT&T's level of commitment to the development of their managers toward driving a better customer experience is tremendous."

A video of the presentation from their remarks will be made available through the ASTD website and through www.serviceprofitchain.com.