

# everything

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G R O U N D

UP

 **AMERICAN  
TOWER**

# american tower



American Tower is a leading independent owner

and operator of wireless and broadcast towers with a far-reaching

network of sites in key locations nationwide. Established in 1995

to own, manage, develop and lease wireless and broadcast tower

sites, we have evolved into a full-service solutions company

offering tomorrow's infrastructure today.



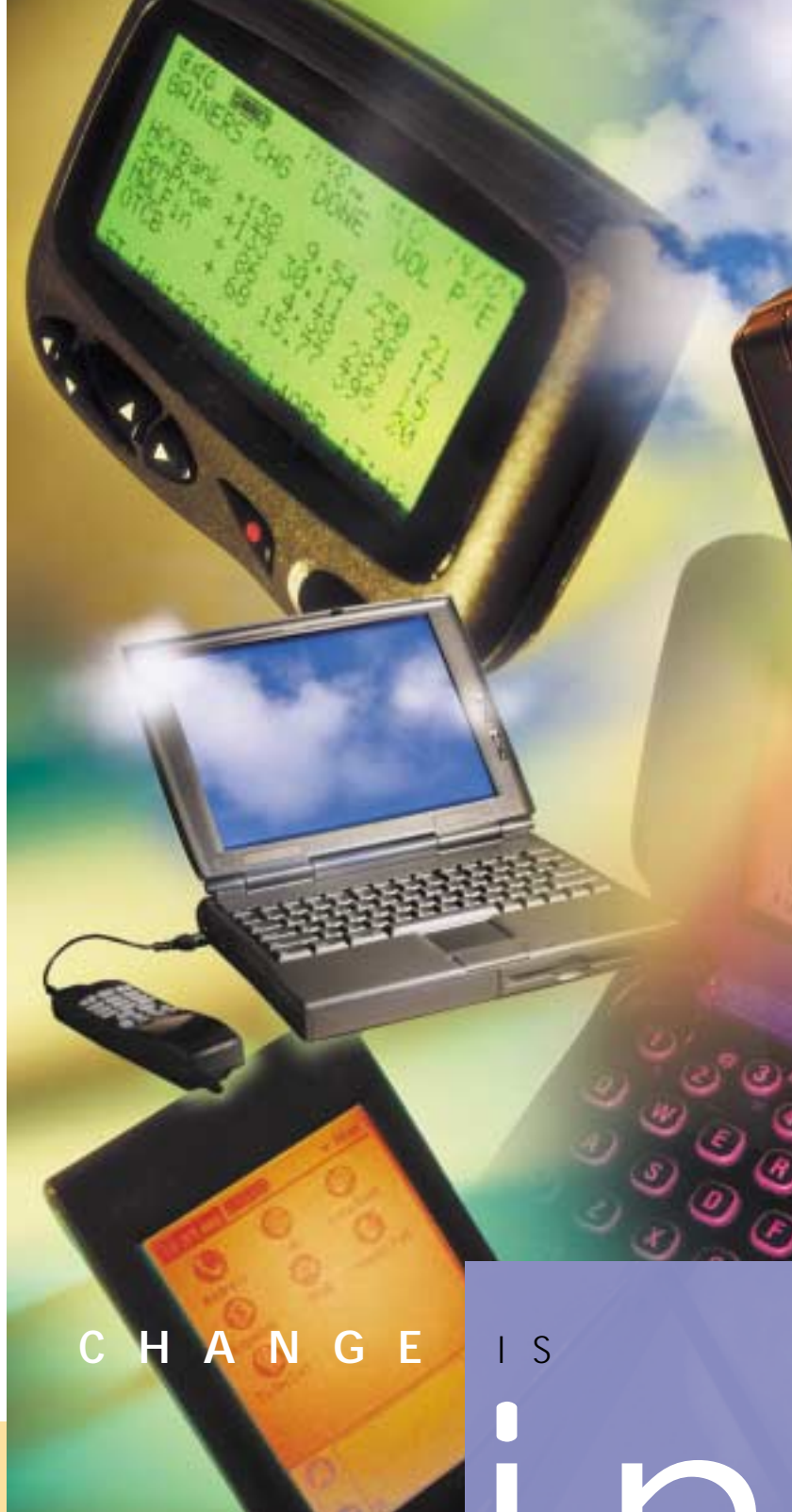
# er corporation

Our fully-integrated areas of business, including Site Development, Construction, Components, Monitoring, Site Management and Site Leasing, combine to form an indispensable resource center that serves the infrastructure needs of the wireless industry—everything from the ground up.

As the demand for wireless communications towers continues to skyrocket, our working philosophy remains down to earth. American Tower is deeply committed to providing you with the advanced technology, human support and turnkey solutions you need to rise above the competition in the new millennium.

OR ABOVE IT.

There's a revolution going on in the telecommunications industry, and American Tower is a major force in it. With increased demand for telecom services and tower space, many wireless carriers are turning to American Tower for site development, network development, operations and ownership. This dramatic shift in business practices has a distinct advantage: letting us take care of your infrastructure needs has enabled companies like yours to focus on your core business.



C H A N G E I S

in



### Wireless is changing the way people communicate.

Change is occurring at an unheard of rate. Revolutionary advances in wireless technology and a significant decline in the cost of services are breaking sound barriers and pushing the limits of time and space. The dream of communicating anything, anywhere, anytime to anyone is now an everyday reality.

With today's subscribers estimated to soar to more than 122 million by year 2003 in the United States alone, wireless companies are turning to American Tower for new ways to improve the quality and the dependability of their transmission networks.

Of special interest to us and our wireless customers are new developments in e-commerce which allow Internet users to gain wireless access to e-mail, calendars, faxes and corporate databases. Supporting this trend are the latest developments: an independent airlink architecture allowing carriers to offer wireless access to databases; a standard platform to run data through wireless devices and interface with Windows CE; and new strategic partnerships for deployment of nationwide wireless data networks with high-speed Internet access of more than 128 kbps.

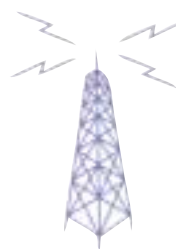
Bringing about these changes in the future will require sounder engineering, and the deployment of thousands of more antennas and base stations at mach speed.

American Tower is rising to the challenge.

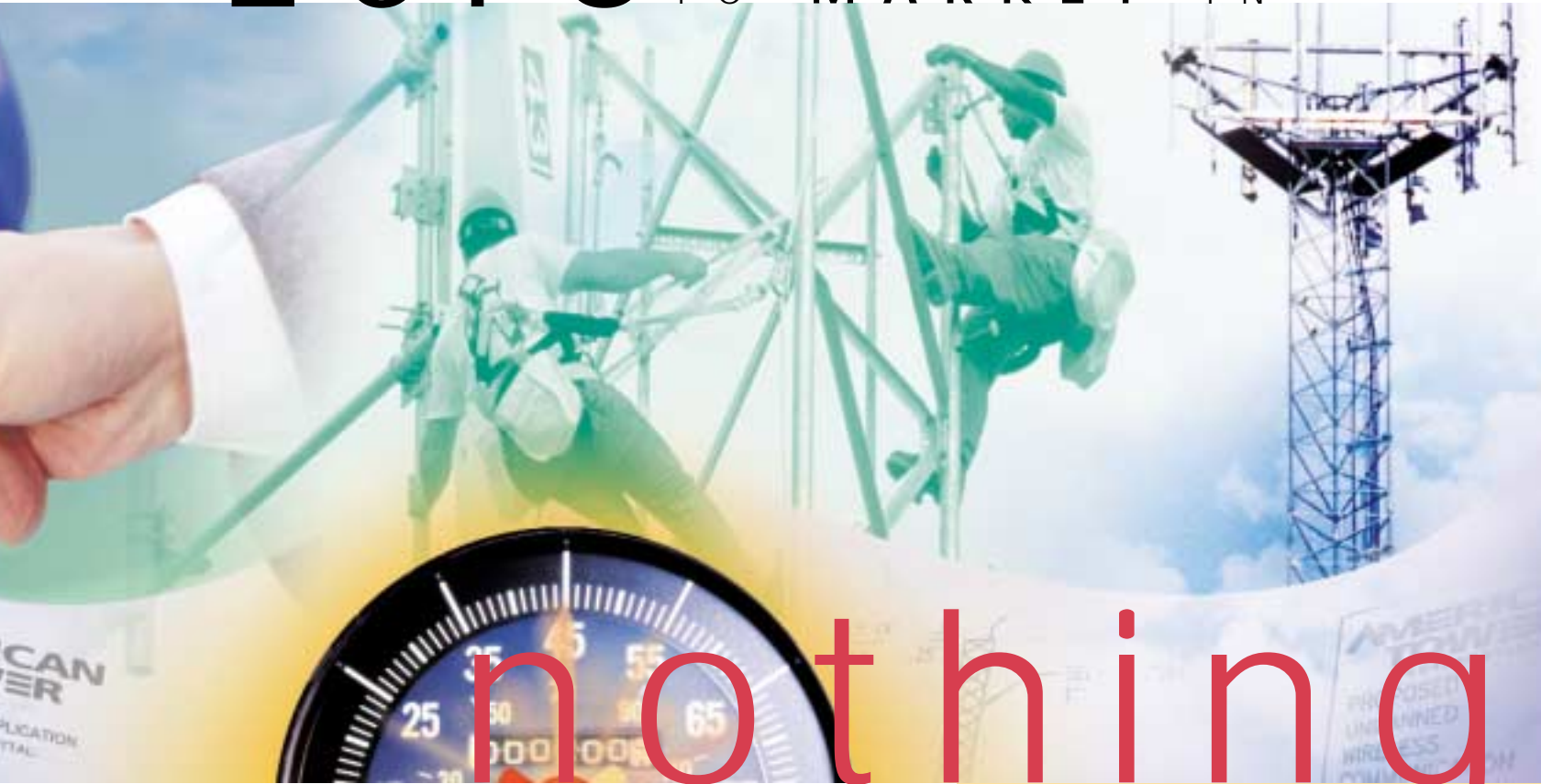
# the air



American Tower is capable of shifting into high gear where and when you need support most. To that end, we offer faster site acquisition and zoning capabilities, increased construction capacity, immediate access to quality components, turnkey solutions and space on our towers. Not excuses. We own and operate a vast network of tower sites in numerous markets nationwide equipped to get you up and running fast.



zero TO MARKET IN



nothing

FLAT

American Tower is built for speed. While national in scope, our company is local in focus. Headquartered in Boston, Massachusetts, we operate regional offices in Albuquerque, Atlanta, Boston, Chicago, Houston, San Francisco and Salem, Oregon, in an effort to extend our range of services and support to our customers market by market. In addition, we have more than 49 fully-staffed, sub-regional offices ready to step on it.

# services

## WE FILL TALL ORDERS

America Tower provides Site Development, Construction, Components, Monitoring, Site Management and Site Leasing including turnkey solutions. We can deliver a complete package of all these services to our wireless customers. Or you can contract for them separately.



### Site Development

With the advent of co-location, American Tower's experience and proficiency in site acquisition, zoning and construction management have helped to build solid, grass-roots relationships with both local communities and customers. **Site Acquisition:** We have developed more than 10,000 communication sites, including some of the first PCS projects in the country and a PCS network that was launched with the largest number of sites in the nation. Specific services include site identification, purchasing, geographic analysis, custom mapping and market analysis. **Zoning:** Our dedicated, on-staff experts have achieved a zoning success rate of 95%. Services include local zoning and governmental approval. **Build-to-Suit:** We provide build-to-suit services for carriers whether they are the tower owner or one of our tenants. Co-location does not restrict us from building to tenant specifications. By offering our customers co-location opportunities, they enjoy enhanced community support and reduced capital construction costs.

### Construction & Construction Management

With a construction capacity that exceeds 2,000 projects a year, American Tower represents the largest builder of tower systems in the country. In-house construction is now fully managed by our ATC Specialty Constructors unit. The collective knowledge and experience of our tower, antenna and line crews allow us to construct and commission any project regardless of the scale or degree of difficulty, from simple antenna installations to tall and complex broadcast towers. How tall and complex? How high is up? Other services include construction management, maintenance, safety and emergency disaster recovery.







### Components

American Tower manufactures a complete, integrated system of wireless components utilized to build and maintain wireless communications systems. Our component manufacturer division, consisting of MTS Wireless Components and Bracket Master, offers a wide range of innovative products that support the continuous evolution of the communications industry. For nearly two decades, MTS has cultivated exceptional engineering and manufacturing capabilities, allowing our customers to experience a broad offering of wireless components for virtually any application.

### Monitoring

For secure and efficient operations, American Tower provides tower owners with complete tower monitoring, reporting and response functions. Our system is based on our Central Monitoring Station in Washington, DC, which is fully staffed and operational 24 hours a day, 7 days a week. We can monitor elements such as lighting outages, power failures, temperature fluctuations and unauthorized access to your building, site or any piece of equipment with contact closures. Part of our protocol is to establish trouble reporting and response procedures that benefit you most.



### Site Management

The day-to-day management of critical tower assets, especially for larger portfolios, requires a wealth of knowledge, expertise and experience. American Tower can match your hard assets with human assets of equal value. Our management team has incomparable empirical know-how gained from managing wireless tower and rooftop networks of the highest standards. In addition, we offer a comprehensive list of services to cover every contingency—everything from site marketing, regulatory compliance and real estate management to site security, maintenance and repair. If past is prologue, you'll find our staff quite capable of managing and increasing the lease revenues for co-location on your towers, or of leasing your property, buildings and rooftops. They come with all the assets required to bring added value to your assets.

### Site Leasing

American Tower provides leasing programs of all shapes and sizes. For wireless carriers faced with increased capital costs and getting sites on-air quickly, we provide exceptionally fast lease turnaround. To facilitate this process, we offer a national network of tower sites located strategically in key markets. Our goal is to anticipate where the need for towers will be, and then have those sites operational when you're ready to expand. We also provide human resources where you need them the most—locally. Our regional offices are staffed with expert leasing teams ready



to expedite your next move forward. In addition, our property management systems are designed to access vital tower information from our database, so you can optimize your choice from a selection of premier sites.

O U R  
S U C C E S S  
B E G I N S A N D E N D S

Understand our customers' needs and satisfy them.

Hire good people and empower them.

Focus on solutions, not problems.

Do what we say we are going to do.

Have fun.

WITH OUR CORE PRINCIPLES

And above all, play to win.







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