



Date

First Name Last Name
Street Name
City, State ZIP
Country

Subject

Client Name,

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Sincerely,

First Name Last Name
Title
Department

Tellabs UK Limited
Registered in England & Wales
VAT Registration No. 727 3863 11 Company Registration No. 1405720
Registered Office: 1 Park Row, Leeds, LS1 5AB, England

Principal Office
Abbey Place
24-28 Easton Street
High Wycombe, Bucks
HP11 1NT, United Kingdom
Tel +44 (0) 870 238 4700
Fax +44 (0) 870 238 4852
www.tellabs.com

Corporate Letterhead — A4



Date

First Name Last Name
Street Name
City, State ZIP
Country

Subject

Client Name,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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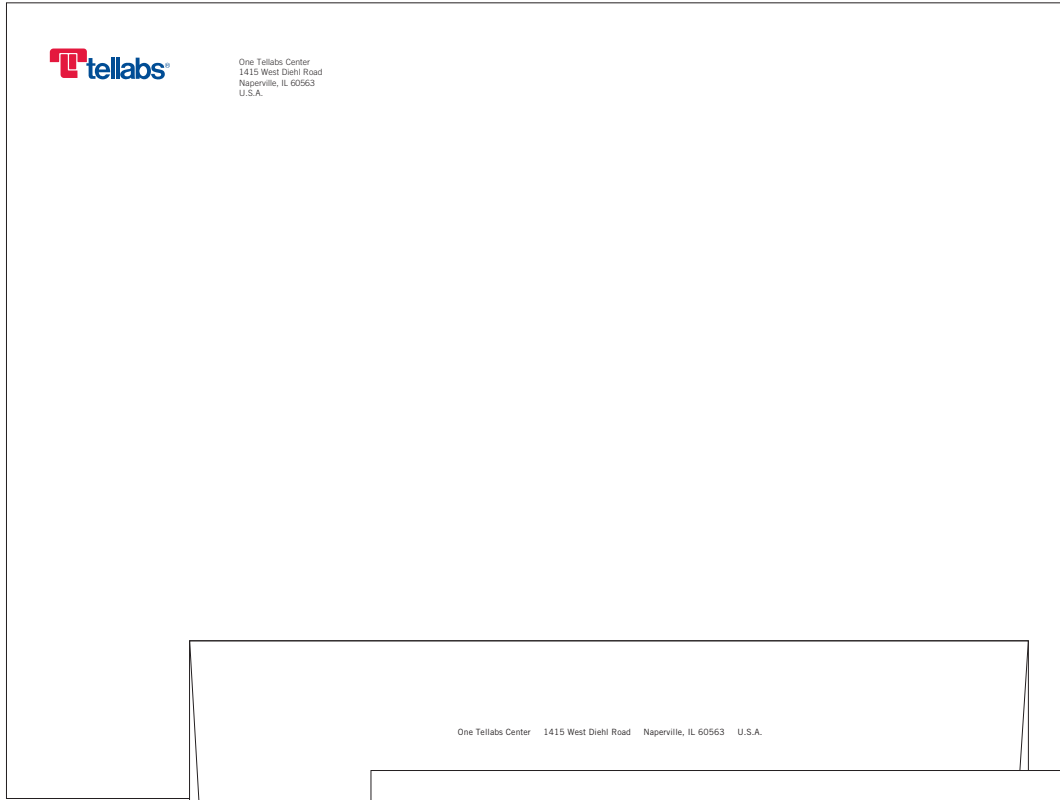
Sincerely,

First Name Last Name
Title
Department

Tellabs UK Limited
Registered in England & Wales
VAT Registration No. 727 3863 11 Company Registration No. 1405720
Registered Office: 1 Park Row, Leeds, LS1 5AB, England

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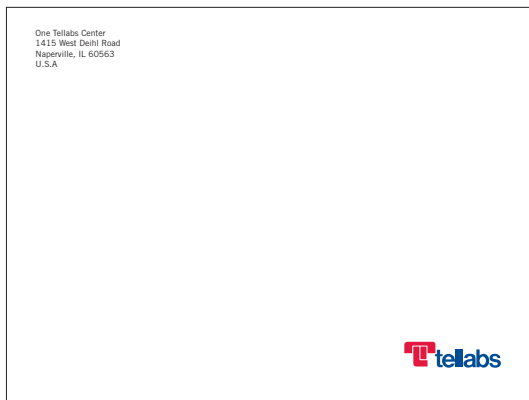
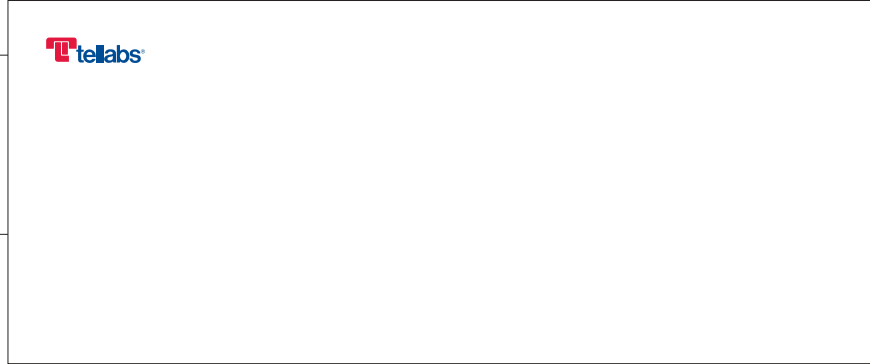
Executive Letterhead — A4



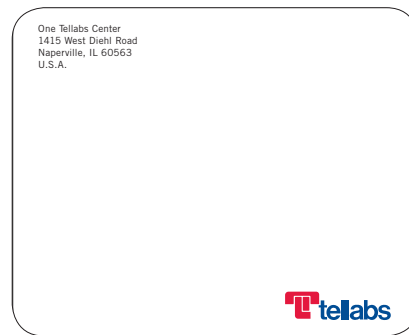
Large Mailing Envelope




No. 10 Mailing Envelope



Mailing Label — Large



Mailing Label — Small



One Tellabs Center
1415 West Dixie Road
Naperville, IL 60563
U.S.A.
Tel: +1 630 555 0000
Fax: +1 630 555 0001
www.tellabs.com

Fax

Date: _____ Date

To: First Name Last Name
Company: Company
Tel: Phone number
Fax: Fax number
Email: name@company.com


From: First Name Last Name
Time: ### a.m.
Tel: Phone number
Fax: Fax number
Email: name@tellabs.com

Page count (including cover page): ##

Comments:

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Fax — U.S Version



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HP11 1NT, United Kingdom
Tel: +44 (0) 870 238 4700
Fax: +44 (0) 870 238 4852
www.tellabs.com

Fax

Date: _____ Date

To: First Name Last Name
Company: Company
Tel: Phone number
Fax: Fax number
Email: name@company.com

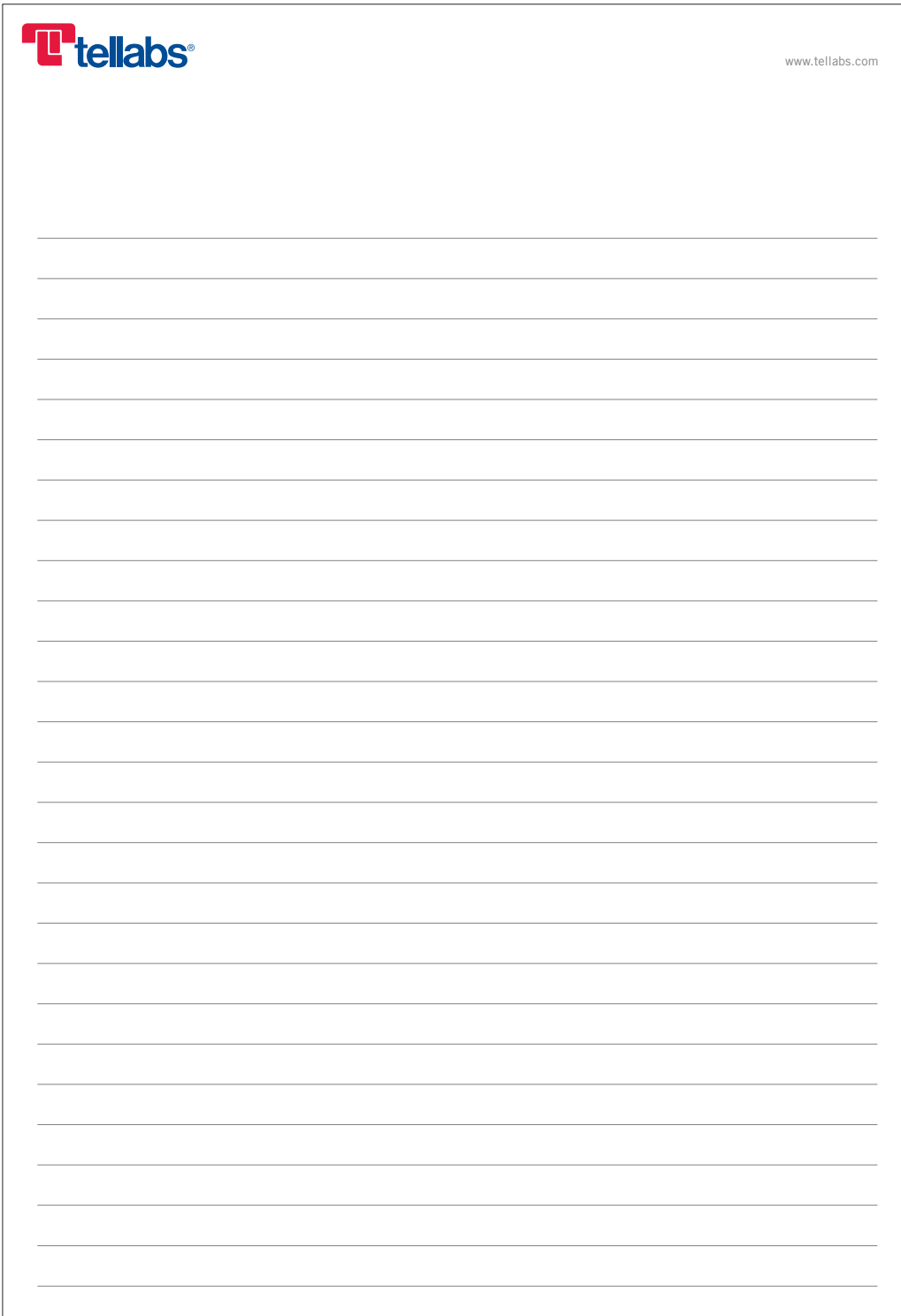
From: First Name Last Name
Time: ### a.m.
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Fax — A4 Version



The image shows a notepad template. At the top left is the Tellabs logo, which consists of a red stylized 'T' icon followed by the word 'tellabs' in a blue sans-serif font. To the right of the logo is the website address 'www.tellabs.com'. The main body of the notepad is filled with horizontal lines, providing space for writing. The entire notepad area is enclosed in a thin black border.

Notepad



One Tellabs Center
1415 West Dahlia Road
Naperville, IL 60563
United States

NEWS RELEASE

FOR IMMEDIATE RELEASE
January 01, 2011

Arial bold 12 point for headlines. Center headlines and keep a full return between headlines and body text.

Use 10 point Arial regular for deck. Center deck and keep a full return between deck and body text.

Naperville, Ill. — Use the font Arial for text. Use Arial bold for subheads and regular for text blocks. Use the font Arial for text. Use Arial bold for subheads and regular for text blocks. Use the font Arial for text. Use Arial bold for subheads and regular for text blocks. Use the font Arial for text. Use Arial bold for subheads and regular for text blocks. Use the font Arial for text. Use Arial bold for subheads and regular for text blocks.

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About Tellabs — Tellabs innovations enable the mobile Internet and help our customers succeed. That's why 43 of the top 50 global communications service providers choose our mobile, optical, business and services solutions. We help them get ahead by adding revenue, reducing expenses and optimizing networks.

Tellabs (Nasdaq: TLAB) is part of the NASDAQ Global Select Market, Ocean Tomo 300™ Patent the S&P 500 and several corporate responsibility indexes including the Maplecroft Climate Innov Index, FTSE4Good and eight FTSE KLD indexes. www.tellabs.com


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Ariana Nikitas, +1.630.798.2532, ariana.nikitas@tellabs.com
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Investor Contact: Tom Scottino, +1.630.798.3602, tom.scottino@tellabs.com

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###

News Release — U.S Version



Abbey Place
24-26 Easton Street
High Wycombe, Bucks
HP11 1NT
United Kingdom

NEWS RELEASE

FOR IMMEDIATE RELEASE
January 01, 2011

Arial bold 12 point for headlines. Center headlines and keep a full return between headlines and body text.

Use 10 point Arial regular for deck. Center deck and keep a full return between deck and body text.

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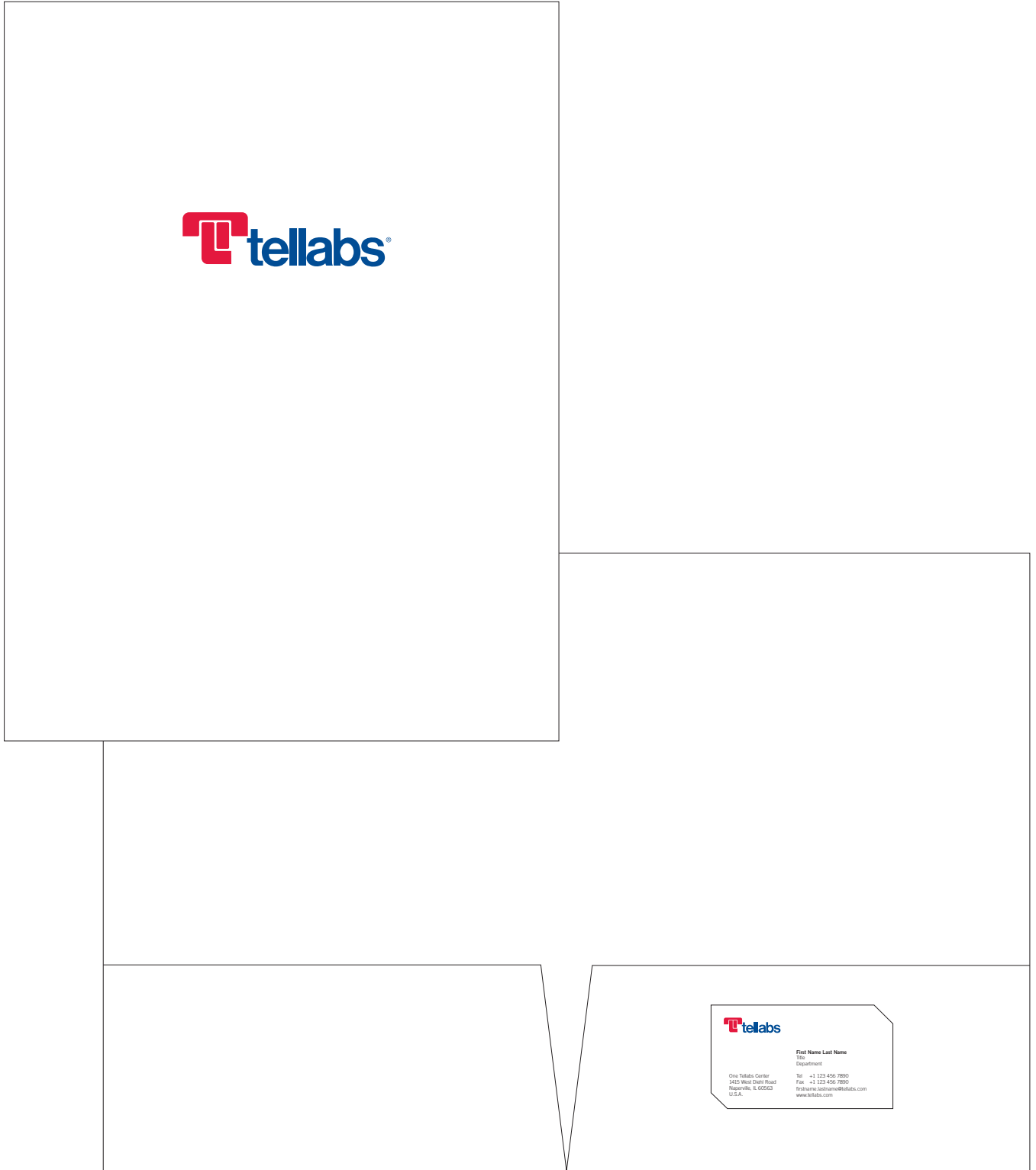
Media Contact: Marta Kwiatek, +1.630.798.2524, marta.kwiatek@tellabs.com
Ariana Nikitas, +1.630.798.2532, ariana.nikitas@tellabs.com
George Stenitzer, +1.630.798.3800, george.stenitzer@tellabs.com

Investor Contact: Tom Scottino, +1.630.798.3602, tom.scottino@tellabs.com

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###

News Release — A4 Version



Microsoft[®] PowerPoint[®]

8.0

The PowerPoint template promotes a unified brand look for both internal and external presentations.

Template

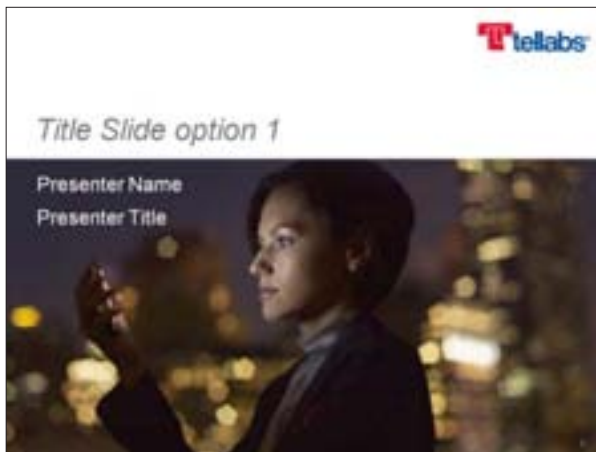
The template has preset fonts, sizes and colors. The template is the primary source for all Tellabs presentations. In some situations, the template may need to be modified to better fit specific needs, events or environments. Email brand@tellabs.com for any alternative template requests.

Design Elements

The Tellabs PowerPoint template and a short design guide are available in the Tellabs Brand Toolkit. Over time, we will build a selection of Title Slides that feature a variety of photographs. This image library represents the smart mobile Internet, optical transport and business services — in various geographies. The intent is to enable you to use the appropriate slide for you audience.

Color

See sections 4.1 – 4.2 for color guidelines.



Title Slide



Sub Page Slide

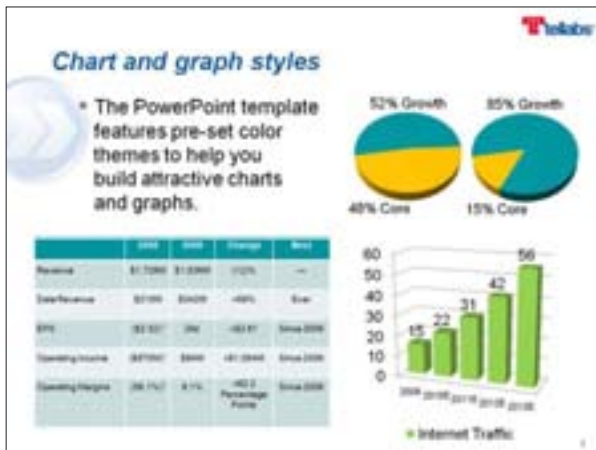


Chart and Graph Styles Slide



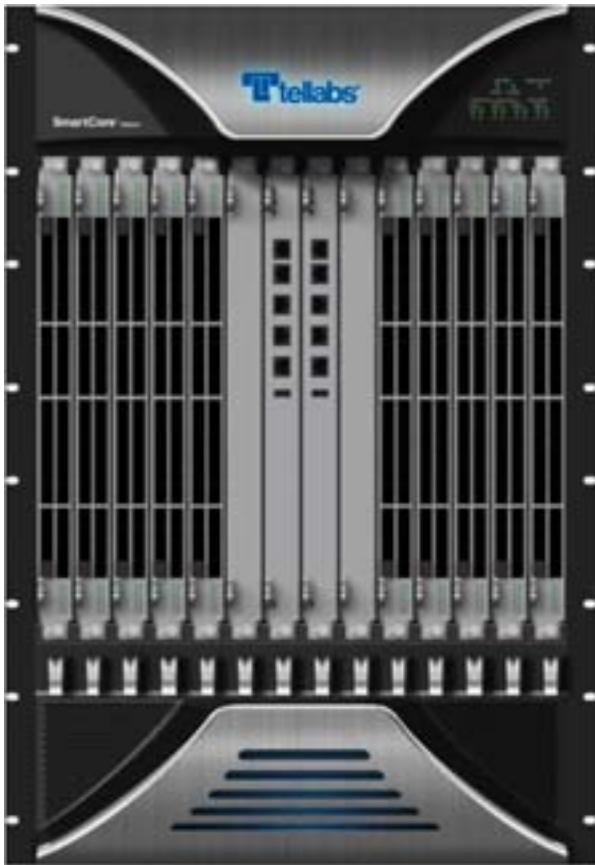
End Slide

Product Color, Identification and Packaging

9.0

All new Tellabs products must be colored black. All paint, plastic and lexan labels should be painted or colored Black with a light texture to deter against fingerprints and blemishes. Please refer to Tellabs ECO document #0200-000020-01 for exact specifications or approved prepainted equivalent.

Tellabs logo, product identification and labels should match PMS 7541. The Tellabs logo can also appear in Blue (PMS 287) as shown below, but cannot be positioned against black. Product design and cost-savings may determine the most appropriate usage.



The Tellabs® 9200 platform features a blue, back-lit Tellabs logo.



The Tellabs® 8609 and Tellabs® 8611 feature a 1-color silkscreened Tellabs logo in PMS 7541

Product names contain 3 parts: the Tellabs name, an identifying number and a text descriptor.

Naming a New Product

When naming a new product, please forward a description of the product and a recommended name to brand@tellabs.com. The product name should include Tellabs, followed by a unique 4-digit number from the appropriate series and a 2- to 3-word descriptor. Once a product name is approved, a product logo will be posted in the Tellabs Brand Toolkit for access.

Proper Usage of Product Names in Text

First Reference

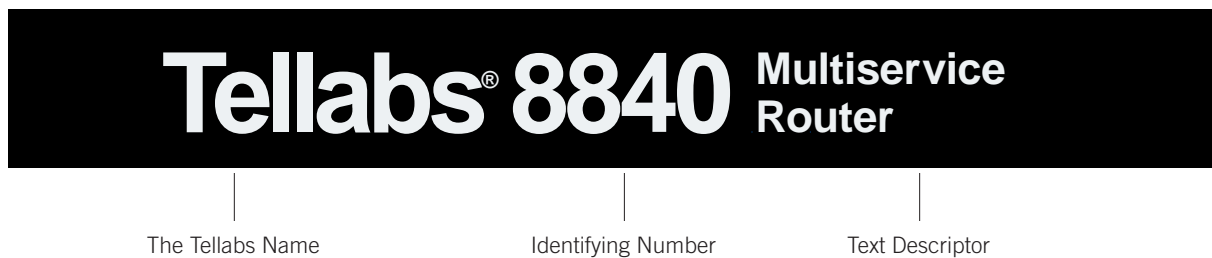
The first reference of any product always should be the complete name, including the registered trademark symbol (®) after Tellabs.

Some examples:

- Tellabs® 7100 Optical Transport System
- Tellabs® 8600 Managed Edge System

Second Reference

After the complete name of the product has been used once, it is acceptable to use the more generic “system” or “switch” after the name. A list of approved second reference options is available in the Communications Tools center on Tellabs Online.



When designing the product logo, it is advisable to use Adobe Illustrator®.

Begin by setting the Tellabs name in 38 pt. Arial Bold (OpenType). Set the horizontal scale to 97% and the tracking to -50. Take the cap height of the text descriptor and rotate it 90° to define the space between the product number and the product descriptor.

The second element, the identifying number, is also set in 38 pt. Arial Bold. Set the horizontal scale to 97% and the tracking to -50.

The final element of the logo, the text descriptor, is to be set with initial caps, using 15 pt. Arial bold with -10 units of tracking.

Products painted black should feature all text in PMS 7541. For products painted white, set all text to PMS 287. Products painted blue (PMS 289) should feature white text.

The minimum height of 1/8" is recommended for legibility but can be adjusted to fit on the product.

Placement on Products

For bezels, front panels and door fronts, 2 logos appear on every product — the Tellabs logo and the individual product logo.

Because products vary in shape and size, artwork placement will vary from product to product.

The Tellabs logo should be in the dominant position on the product: the upper-left, lower-left or centered at the top.

The ® marks should always be used with both logos.



| | | |
|--|---|--|
| Arial Bold 38 pt. -50 Tracking Horizontal Scale 97% PMS 287 or white | Arial Bold 38 pt. Superscript Horizontal Scale 97% PMS 287 or white | Arial Bold 15 pt. -10 Tracking PMS 287 or white |
|--|---|--|



1/8" Minimum height of the product logo.



Use the cap height of the text descriptor to space the product number from the product descriptor.

Managing the Tellabs brand identity means aligning all of our expressions and behavior to deliver a seamless experience. Poor management — inconsistent presentation and action — causes confusion and leads to uncertainty in the minds of our audience. The consistent, professional and managed delivery of our identity at all levels reinforces the connection with our audiences. When our clients feel that their experience with Tellabs — what they perceive and how they interact with our organization and services — exceeds their expectations, they become emotional stakeholders. This notion is our most significant resource and equity stream. By working together to manage our corporate identity, we contribute to Tellabs' image as the company of choice for all stakeholders.

Corporate Identity Administration

The Tellabs Corporate Communication department is responsible for the development and administration of these corporate identity standards. Any questions arising from this guide, or specialized direction regarding a specific application not fully covered within, should be directed to brand@tellabs.com. Similarly, the Tellabs Corporate Communications should be consulted for resolution of any questions or disputes concerning the application of these standards.



North America

Tellabs
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+1 630 798 8800
Fax: +1 630 798 2000

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Singapore 079909
Republic of Singapore
+65 6215 6411
Fax: +65 6215 6422

Europe, Middle East & Africa

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United Kingdom
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Latin America & Caribbean

Tellabs
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São Paulo – SP
04576-080
Brasil
+55 11 3572 6200
Fax: +55 11 3572 6225

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