



For more information, contact:
Deborah Lieberman, Fleishman-Hillard
Office: 323-762-1808
Mobile: 310-561-0621
E-mail: dlieberm@attnews.us

AT&T ANNOUNCES CAMPAIGN TO SUPPORT PADRES CONTRA EL CÁNCER IN FIGHT AGAINST CHILDHOOD DISEASE

*AT&T Joins With PADRES Contra El Cáncer For Third Annual Fundraiser to Support
Young Cancer Patients in the Greater Los Angeles Area*

LOS ANGELES, Nov. 11, 2008 — AT&T Inc. (NYSE:T) today announced that it will launch the third annual campaign on November 2 to raise awareness of childhood cancer and collect donations to support PADRES Contra El Cáncer (PADRES), a nonprofit organization committed to improving the quality of life for Latino children with cancer and their families. Throughout the seven-week program, donations will be collected at more than 130 AT&T retail locations throughout the Greater Los Angeles area.

“We are excited to partner again with AT&T and extremely grateful for the company’s generosity and commitment to PADRES and the Latino community,” said Elvia Barboa, chief executive officer, PADRES Contra El Cáncer. “The money raised during the campaign will help us continue supporting families coping with the devastating effects of childhood cancer.”

Cancer strikes approximately 1,500 children annually in California; nearly 50 percent of those affected are Latino. Cancer remains one of the leading causes of death among children under 15 years old and is second only to accidents in most age groups.¹

In addition to the fundraising campaign, AT&T is offering a promotion throughout the duration of the campaign called “Get \$100 and Help a Child with Cancer.” Customers who purchase AT&T Advanced TV and wireless service at one of the company’s Los Angeles area retail locations between November 11 and December 21 will receive \$100 cash back. AT&T is encouraging customers to donate a portion of those savings to PADRES.

¹ California Cancer Registry and American Cancer Society, California Facts and Figures, 2008

“AT&T continually strives to support organizations such as PADRES that address vital community needs,” said Andy Shibley, vice president and general manager of AT&T’s Greater Los Angeles wireless market. “We are pleased to hold the campaign again this year and applaud PADRES and its supporters for championing this cause, which has given hope to so many families.”

During the 2007 campaign, AT&T donated \$200,000 to PADRES to aid in the organization’s mission. To date, AT&T has donated approximately \$500,000 to PADRES.

For more information about PADRES, visit <http://iamhope.org>.

Note: \$100 cash back will be in the form of a check will be sent within 4–6 weeks following redemption. This AT&T release and other news announcements are available as part of an RSS feed at www.att.com/rss.

Find More Information Online:

Web Site Links: AT&T Web Site AT&T Corporate Social Responsibility About AT&T's Commitment to the Hispanic Community PADRES Contra El Cáncer Web Site	Related Releases: AT&T Receives Top Honors for Commitment to Hispanics AT&T Named As One of the Top 50 Companies for Diversity
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Technorati Tags: [AT&T](#), [Fundraising](#), [Latino Children](#), [Cancer](#), [Los Angeles](#), [PADRES](#), [Childhood Cancer](#)

ABOUT PADRES

PADRES Contra El Cancer (PADRES) is a non-profit organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from all races and ethnic origins. No family is turned away. Celebrating more than 23 years of service, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders, as well as effective methods for treatment. To learn more about PADRES, visit <http://IAamHope.org>.

ABOUT AT&T Inc.

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. In 2008, AT&T again ranked No. 1 on *Fortune* magazine’s World’s Most Admired

Telecommunications Company list and No. 1 on America's Most Admired Telecommunications Company list. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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