



Rock The Vote, AT&T and FunMobility Team To Mobilize the Youth Vote

Washington DC – August 9, 2008 – Rock The Vote, AT&T and FunMobility today announced the launch of downloadable mobile content to help encourage young people to leverage their voting power in the political process. Rock The Vote's mobile campaign in partnership with AT&T, brings together popular music, artists and mobile technologies to engage today's youth with the political process.

FunMobility has created a robust catalog of made-for-mobile downloadable wallpaper, branded with the Rock The Vote logo, for mobile users to demonstrate their support in the upcoming election.

Exclusive Rock The Vote mobile election campaign content can be downloaded from the FunMobility's FunScreenz application, on your AT&T phone within AT&T MEdia Mall or at the following website - <http://rockthevote.funmo.com>. Creative new content will continue to be added to the storefront through the election on Nov. 4.

"The mobile phone is the portal to young people's entire lives" said Tim McGhee, Director of AT&T sponsorships, "It's not just how they communicate and entertain, it's also a powerful tool for how they learn and become engaged with the world around them."

"We know mobile content, whether it's wallpaper from a historical Rock The Vote campaign or a ringtone from a supporting artist, encourages today's youth to engage in the political process and show their support for the upcoming election. Mobile content becomes a way of expressing yourself wherever you go," says Todd Slagle, Director of Promotions for FunMobility. "Because we are supporters of the cause, FunMobility is donating 50 % of net revenue to support Rock The Vote."

FunMobility's direct-to-consumer website, FunMo.com, will power the Rock The Vote mobile storefront. FunMo.com enables users to create graphics and animations to personalize their phones, connect with others within the mobile community, share mobile photos, and browse thousands of original wallpapers and ringtones.

About FunMobility Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique, integrated mobile entertainment experience through best-in-class mobile multimedia applications that enable consumers to connect and express themselves through mobile photos, videos, music, graphics and slideshows. FunMobility distributes their applications through every North American carrier as well as direct to consumers through FunMo.com. FunMobility builds America's largest mobile content community through some of the wireless industry's most popular applications including Wallpaper

Universe™, America's Best Mobile Pix™, aFLIX: Share ur Vids, MyShow, Ringtones Universe™, TrueTones Universe™, FunGirl DISH™, Chick Talk™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™.

About Rock the Vote

Rock the Vote's mission is to engage and build the political power of young people in order to achieve progressive change in our country. Rock the Vote uses music, popular culture and new technologies to engage and incite young people to register and vote in every election. And we give young people the tools to identify, learn about, and take action on the issues that affect their lives, and leverage their power in the political process. We are creative, effective, and controlled by nobody's agenda but our own – we tell it like it is and pride ourselves on being a trusted source for information on politics. We empower the 45 million young people in America who want to step up, claim their voice in the political process, and change the way politics is done.

About AT&T

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. 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>.