

For more information, contact:

AT&T: Steven Schwadron

(212) 453-2420

sschwadron@attnews.us

AT&T Advanced Ad Solutions Launches ShopAlerts by AT&T, a Groundbreaking Location-Based Marketing Service Featuring Special Offers from Leading National Brands

Innovative opt-in service enables marketers to engage consumers on their mobile phones and drive them to the point of sale with relevant location-specific offers

FEBRUARY 28, 2011 — AT&T Advanced Ad Solutions and Placecast today announced an agreement to provide ShopAlerts by AT&T, which are special offers delivered to consumers via their mobile phones when they are near a participating store or brand. The unique location-based mobile messaging service will be available for AT&T* customers in New York, Los Angeles, Chicago, and San Francisco who have opted-in to receive such messages. AT&T is the first U.S. mobile carrier to offer a large-scale, location-based mobile marketing program to consumers and advertisers.

The innovative ShopAlerts by AT&T service will provide consumers with valuable offers, rewards, and coupons based on their specific geographic location. AT&T creates a “geo-fence” – a virtual-perimeter around a retail location, event, or any geographic area – in order to deliver appropriate location-specific messages. Participating consumers receive relevant marketing messages when they are inside a geo-fence, benefiting both consumers and marketers.

The messages are enhanced with information such as weather, traffic, and local shopping area details to more effectively engage consumers. Numerous companies have recognized the value of the ShopAlerts by AT&T service, and the initial presenting sponsors will be HP, Kmart, JetBlue, SC Johnson, Kibbles ‘n Bits, Nature’s Recipe and the National Milk Mustache “got milk?” Campaign.

“We are proud to take mobile marketing into the future with this unique offering that is being embraced by consumers and brands alike,” said Greg McCastle, senior vice president of AT&T Advanced Ad Solutions. “ShopAlerts by AT&T enables brands/advertisers to help link consumer engagement with activation and ultimately to the point of sale.”

“Kmart has embraced technology to enhance our customer’s experience and maintain our value proposition,” said Mark Snyder, chief marketing officer of Kmart. “ShopAlerts allows us to deliver this value directly to our customers through innovative technology.”

Katie Thompson, associate director of digital media of JetBlue, notes that ShopAlerts is a clear fit for many advertisers, including beyond just those with brick and mortar locations. “We were excited about the opportunity because it takes the onus off of the advertiser to build a large database of opt-in users that the true power of the technology can be harnessed,” said Thompson.

Pioneering Location-based Technology and Media

The program combines the location-based technology platform and expertise of San Francisco-based Placecast with AT&T’s large subscriber base, outstanding Web and mobile media properties, and strong relationships with national advertisers and media buyers. The initiative marks the first time a major operator in the U.S. is introducing such a program at scale.

“At HP, we are continuously implementing innovative new marketing platforms that will resonate with our customers’ mobile lifestyles,” said Tariq Hassan, vice president, Worldwide Marketing and Communications, Imaging and Printing Group, HP. “ShopAlerts by AT&T service enables us to deliver relevant, location-based content to our customers.”

“Placecast is excited to work with AT&T to deliver a new generation of opt-in marketing services focused on delivering relevant messages to consumers when they are in a mindset to make a purchase. Retailers and subscribers alike benefit from messages with tailored offers available nearby, based on their trusted relationship with AT&T,” says Alistair Goodman, CEO of Placecast.

Customers in participating markets can visit the customer portal and opt-in at www.att.com/shopalerts.

**AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

About AT&T Advanced Ad Solutions

Formed in late 2008, Advanced Ad Solutions is the group within AT&T Advertising Solutions that sells innovative digital marketing to Fortune 500 advertisers. AT&T Advanced Ad Solutions connects brands with over 100 million connections across mobile, IPTV and targeted online display and search platforms. For more information regarding AT&T Advanced Ad Solutions, please contact 212-709-5804 or visit <http://att.com/advancedadvertising>.

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. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*® magazine. 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>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at @ATTNews. Find us on Facebook at www.facebook.com/ATT to discover more about our consumer and wireless services or at www.facebook.com/ATTSmallBiz to discover more about our small business services.

© 2011 AT&T Intellectual Property. All rights reserved. Mobile broadband not available in all areas. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.

About Placecast

Placecast is the first location-based platform specifically designed to use mobile marketing to drive consumers into physical environments. Comprised of a team of experts in digital marketing, mobile solutions and location technology, Placecast offers ShopAlerts as a white-label service for retailers and operators, and also licenses the Placecast Platform technology for the delivery of other types of location-based services. The ShopAlerts™ geofence marketing service has transformed the mobile industry: brands such as The North Face, L'Oreal, Starbucks and Chicos are all delivering location-based mobile offers to customers near their stores on any mobile phone. Operators like O2 in the UK deploy the company's service and have enrolled subscribers in their location-based marketing program, opening new sources of revenue and reducing churn. The ShopAlerts service received significant recognition in 2010, taking home the prize for innovation given by the National Retail Federation as well as honorable mentions at the Mobile World Congress, Webby's and CTIA. The company is backed by Quatrex Capital, ONSET Ventures and Voyager Capital.