AT&T ANNOUNCES WINNER OF SPIRIT OF UNCF SWEEPSTAKES

Southern Garners Enough Votes to Become First-Ever Spirit of UNCF

DALLAS, November 16, 2009 — More than 100 rival historically black colleges and universities (HBCUs) have been going head-to-head for eight weeks in AT&T’s* “Spirit of UNCF” voting sweepstakes. With the final numbers counted, AT&T announced today Southern University and A&M College in Baton Rouge, La., received the most votes to take the top spot and reign as the first HBCU to represent the Spirit of UNCF. AT&T created the sweepstakes to give HBCU students, alumni and supporters a new way to show their school spirit and build excitement for the upcoming airing of UNCF’s An Evening of Stars® Tribute to Lionel Richie. More than 21,000 nationwide voted by text and online for their favorite HBCU.

AT&T, for a third year, is sponsoring the broadcast of UNCF’s An Evening of Stars® as part of its continued commitment to educational programs that support African-American communities across the country.

“I want to congratulate Southern University and the countless number of supporters who made it possible for them to hold the lead position for four consecutive weeks, and ultimately win,” said Jennifer L. Jones, vice president Diverse Markets, AT&T. "It is an honor for AT&T to present this fun and relevant program that lends itself to bringing awareness to a worthwhile cause like UNCF’s An Evening of Stars®, which is a celebration of higher education and America’s rising stars – college students."

While Southern University is the contest winner, the nation’s HBCUs battled up to the end for the Spirit of UNCF title. A less than 100 vote spread is proof Central Ohio’s Wilberforce University did not go down without a fight for the number one spot before securing its second place ranking. The following HBCUs make up the remaining top five schools receiving the most
votes: Clark Atlanta University (Atlanta, Ga.), Tennessee State University (Memphis, Tenn.) and Langston University (Langston, Okla.). Combined, the top five HBCUs claimed 35 percent of the total sweepstakes votes.

The Spirit of UNCF crown makes Southern University eligible to take advantage of two incredible experiences: a campus-to-community technology education fair powered by AT&T Technology and an exclusive, Hollywood-styled red carpet campus viewing party, complete with a celebrity host from the 2010 UNCF An Evening of Stars® Tribute to Lionel Richie presented by Target. Both rewards will occur on Saturday, Jan. 23, 2010, on the Southern University campus to coincide with the national televised airing of An Evening of Stars® on ABC, NBC, CBS, FOX, and CW affiliates and nationally on BET Networks and WGN.

"From the thousands who cast votes around the country for their favorite school, it is evident that HBCU school spirit is stronger than ever," said Michael L. Lomax, Ph.D., UNCF president and CEO. "UNCF is grateful to AT&T for hosting the Spirit of UNCF sweepstakes and for sponsoring UNCF’s An Evening of Stars®. AT&T’s support helps UNCF ensure that these great institutions can keep their academic programs strong and their tuitions affordable for all the students they serve."

The other HBCUs that fought their way into the top 10 of Spirit of UNCF were:

6. Grambling State University (Grambling, La.)
7. Tougaloo College (Tougaloo, Miss.)
8. Fisk University (Nashville, Tenn.)
9. Oakwood University (Huntsville, Ala.)
10. Miles College (Fairfield, Ala.)

An announcement will be made soon naming the lucky voter who will win a complete AT&T Technology makeover and VIP trip for two to the live taping of An Evening of Stars®.

*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 An Evening of Stars®
An Evening of Stars® (AEOS), formerly the Lou Rawls Parade of Stars®, first aired in 1979, and since that time has become one of the longest running and most successful televised events in U.S. history. Lou Rawls, a spokesperson for UNCF and champion for AEOS for more than 25 years, is credited with helping raise more than $200 million to help UNCF scholarship recipients and member institutions and their students pay the cost of higher education. In recent years, AEOS has featured a Who’s Who of recognizable talent, including Stevie Wonder, John Legend, Chaka Khan, Ne-Yo, Nancy Wilson, Beyoncé, Anita Baker, Jill Scott, Whoopi Goldberg, Fantasia, Joss Stone, Jennifer Hudson, Michael Bolton, Natalie Cole, Herbie Hancock, Al Jarreau, Hall and Oates, Ziggy Marley, Maroon 5, and scores of others. An Evening of Stars® received an Image Award for its 2006 tribute to Stevie Wonder and the 2008 tribute to Smokey Robinson. Learn more about AEOS at www.uncf.org/aeos.

About UNCF
UNCF—the United Negro College Fund—is the nation’s largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students’ education and development through scholarships and other programs, strengthens its 39 member colleges and universities, and advocates for the importance of minority education. UNCF institutions and other historically black colleges and universities are highly effective, awarding 18 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, “A mind is a terrible thing to waste.”® Learn more at www.UNCF.org.

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 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. AT&T 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(SM) and AT&T | DIRECTV(SM) 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's Yellow Pages and YELLOWPAGES.COM organizations are known for their leadership in directory publishing and advertising sales. In 2009, AT&T again ranked No. 1 in the telecommunications industry on FORTUNE(R) magazine's list of the World's Most Admired Companies.

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