



Conexiones

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Univision crowns first ever "Nuestra Belleza Latina"



Alejandra Espinoza, the 2007 winner of "Nuestra Belleza Latina."

Univision recently celebrated the grand finale of its breakout TV hit "Nuestra Belleza Latina" (Our Latin Beauty), a show that combines the glamour of a beauty competition with the excitement of reality television.

Viewers from all across the country voted for their favorite contestant

and crowned Alejandra Espinoza, a 20 year old Mexican beauty from San Ysidro, Calif., as the very first "Nuestra Belleza Latina."

In addition to the title, Alejandra won a contract as Univision's newest on-air personality, a \$50,000 cash prize from AT&T, formerly Cingular Wireless; a 2007 Ford Edge valued at \$35,000; a \$40,000 contract to represent JCPenney; and two all-expenses paid trips valued at \$40,000 provided by Maybelline New York and Garnier.

AT&T Wireless customers helped decide the outcome of the show by texting in their votes after each episode. Customers also had exclusive access to alerts on show developments, vote reminders, ringtones, wallpapers, show highlights and information about their favorite contestants through MEdia Net.

"Blue Room" offers backstage access at 2007 ALMA Awards

Some of the country's hottest music, TV and film stars came together for the 2007 ALMA Awards and AT&T gave fans an exclusive backstage pass.

The AT&T blue room Hollywood offered exclusive backstage interviews and other unique content from this year's National Council of La Raza (NCLR) 2007 ALMA Awards.

Hosted by Eva Longoria, the 2007 ALMA Awards featured musical performances from crowd favorites Beyoncé, Calle 13, Los Lonely Boys, as well as an all-star lineup of presenters including Jessica Alba, Andy Garcia and Carlos Mencia.

The American Latino Media Arts Awards or ALMA Awards showcase diversity and inclusion as a vital part of the entertainment industry.



NCLR, one of the country's largest Latino civil rights and advocacy organizations, created the ALMA Awards in 1995 to promote accurate and balanced portrayals of Latino artists in the entertainment field.

Visit the AT&T blue room Hollywood (www.attblueroom.com/hollywood) for exclusive behind-the-scenes footage, interviews with artists and other unique content.

Recycled cell phones aid military families

AT&T Wireless stores nationwide will serve as wireless phone recycling drop-off sites for a charitable program benefiting U.S. military families. The program, which was started by two teenagers in Massachusetts, will be available at all AT&T company-owned stores starting July 4.

Already raising more than \$1 million and distributing over 75,000 phone cards, "Cell Phones for Soldiers" (www.cellphonesforsoldiers.com) was created by Brittany Bergquist, 16, and Robbie Bergquist, 15, to buy prepaid phone cards for U.S. military members who are serving overseas. The organization collects and recycles used wireless phones, with proceeds going toward the purchase of prepaid phone cards.

To participate, bring in your unwanted cell phones and donate them at specially marked bins located inside AT&T Wireless stores.

Employees teach teens about the workplace



AT&T employees and the Community of Hispanic/Latino American Professionals (CHAP) Atlanta chapter, held a Junior Achievement Job Shadow day for Alpharetta High School students to get a glimpse into the telecommunications industry.

Volunteers emphasized the critical link between the skills students learn in school and the importance of this knowledge to career success. The event allowed students to experience a real-life workplace environment, inspiring them to the career possibilities that await.

Noni Gonzalez, AT&T vice president of ERP and enterprise reporting and Greg Satusky, executive director of enterprise data center operations, were among the event's speakers.

NEW: International long distance texting

Beginning in June, AT&T customers will be able to send international text messages for as low as ten cents per message, over 50 percent less than pay-per-use rates. With this announcement, AT&T Inc. becomes the first major wireless carrier in the U.S. to begin offering an International Long Distance Text Messaging plan.

"AT&T provides the international reach that gives customers a quick, cost-effective and convenient way of keeping in touch with loved ones," said Janna Ducich, executive director, AT&T's wireless unit. "A text package specifically for international use helps make friends and families across borders seem less far away by allowing them to communicate when time zone differences make voice calls inconvenient."

AT&T's new plan will include 100 international long distance text messages for only \$9.99 a month. International text messaging from AT&T is a simple complement to international long distance calling, any time of day or night, to over 140 countries.

AT&T 'Angels' celebrate with CPLC

Celebrating its 38th year, Chicanos Por La Causa's (CPLC) Angeles del Barrio Children's Christmas Celebration was held this past holiday season in Phoenix, Ariz. Sylvestre Herrera Elementary School served as a venue for more than 8,000 children and their families as they enjoyed a day of fun, food, toy giveaways and carnival-style games.

AT&T volunteers provided children of all ages with the opportunity to have their pictures taken with local TV and radio personalities. AT&T employees not only took the photos, but also ran the "spin the wheel" game and distributed bilingual flyers with special holiday offers.

CPLC, based in Phoenix, is a statewide community development corporation committed to building stronger and healthier communities as a lead advocate, coalition builder and direct service provider. The organization promotes positive change and self-sufficiency to enhance the quality of life for the benefit of those they serve.



(L-R): Felipe Corral, Univision's Sportscaster; Oscar Dault, professional soccer player; Nina Segovia, AT&T; Carlos Hernandez, AT&T; Misty Lopez, AT&T; "El Gatillero," DJ La Nueva 105.9; Norberto Cruz, TV Host; and Veneno Negro, Wrestler.

AT&T's Wireless Unit "tag teams" with WWE

World Wrestling Entertainment (WWE) fans cheer their heroes and boo their villains across all media, including television, pay-per-view, online, DVDs, magazines and theatrical films.

Now WWE will work jointly with AT&T to make the mobile device the next extension of WWE, allowing fans to experience a new generation of mobile video and interactivity. In the coming months, AT&T and WWE will be launching a number of wireless-related services that will bring popular "luchadores" such as *El Hijo del Santo* and *El Enmascarado de Plata* to fan's fingertips.

"WWE fans love action - anytime and anyplace. Now, fans can carry the action with them wherever they go," said John Burbank, vice president of AT&T wireless marketing. AT&T's exclusive content agreement with WWE establishes the largest collection of mobile sports entertainment content to date, including *Lucha Libre* favorites.



El Hijo del Santo shows his stuff for fans! AT&T announced an exclusive agreement with World Wrestling Entertainment Inc. (WWE), resulting in the largest collection of mobile sports entertainment content to date, including *Lucha Libre* fans favorite wrestlers.

Sony Pictures and Telemundo create mobile experience for Zorro fans

Best kisses, best fights, best chases, now available to AT&T wireless customers

The galloping of his horse, the swoosh of his sword, the black mask... Zorro's story captivates the minds of young and old, with visions of spectacular sword fighting and heroic prowess. Now, fans of Telemundo's telenovela *Zorro: La Espada y la Rosa*, will be able to extend their Zorro experience by downloading exclusive mobile content from the show right to their AT&T mobile phones by texting the key word 'ZORRO' to 386.

"Fans of Zorro have a powerful connection to the story and follow every new adventure so it is very exciting to bring the legend to life through a rich, enhanced content experience," said Marcus Owenby, Hispanic marketing director at AT&T Wireless.

Wireless customers will have access to exclusive thirty-second and two-minute video footage showing the best kisses, the best fights, the best chases, as well as love advice from Zorro and Esmeralda, in addition to ringtones, wallpapers and mobile games. AT&T provides wireless customers with a rich video mobile content experience as part of its three-screen strategy that gives the audience the ability to stay connected to their favorite show on their phones, online and through the TV.

AT&T, in partnership with Sony Pictures Television International (SPTI) and Telemundo, has become the national sponsor of the telenovela and will have exclusive rights to custom-created mobile content. Sony Pictures Television will oversee distribution of mobile content to AT&T.

