



THE BLACKBERRY BOLD FROM AT&T: BACKED BY AN ECOSYSTEM THAT IS TENS OF THOUSANDS OF CHOICES STRONG

The BlackBerry® Bold™ from AT&T is not only the best BlackBerry® smartphone ever backed by the nation's fastest 3G network, it features a multitude of choices courtesy of AT&T's extensive ecosystem of consumer and business applications developers. The BlackBerry Bold comes pre-loaded with several popular applications including AT&T Navigator, YELLOWPAGES.COM Mobile, selections from AT&T Mobile Music service — XM Radio Mobile™ and MusicID – and popular video clips from its CV service. AT&T also provides customers with tens of thousands of uses for their BlackBerry Bold smartphone through content available in the AT&T MEdia Mall and from third-party partner sites.

AT&T MEdia Mall

Through AT&T MEdia Mall, a one-stop shopping experience for applications, ringtones, games and graphics, BlackBerry Bold customers have access to:

- Popular applications such as eBay, Wikimobile and SpamFilter.
- Dozens of games including Scrabble, NCAA Football 09 by EA Sports, World Series of Poker Pro Challenge, Tetris, Bejeweled and Tiger Woods 09 by EA Sports.
- Millions of full track songs available from Napster Mobile® in addition to tens of thousands of ringtones.

Third-Party Applications

Beyond MEdia Mall, AT&T has certified solutions from third-party application providers for the BlackBerry Bold smartphone that are targeted to businesses of all sizes. These include:

- Applications covering such areas as healthcare, financial services, field service, sales, customer relationship management and public safety/government.
- Applications from such providers as Antenna Software, DataViz Inc., Diversinet, Igea Care, Pyxis Mobile, Salesforce.com, TeleNav, Inc., Vaultus and Xora Inc.

Additionally, customers can access third-party applications from their BlackBerry Bold, such as Pocket Express from Handmark, a news and information service, and social networking tools like Facebook, MySpace and JuiceCaster.