



AT&T U-VERSE TV TO INCLUDE SOUNDTRACK CHANNEL

SAN ANTONIO, Aug. 8, 2006 — AT&T Inc. (NYSE: T) and Soundtrack Channel, LLC (STC) today announced a distribution agreement to deliver STC's programming as part of the AT&T U-verse TVSM channel lineup. Under the agreement, AT&T U-verse TV customers will have access to Soundtrack Channel and STC Video-on-Demand.

"We are pleased to add Soundtrack Channel to our robust channel lineup," said Denita Willoughby, vice president of programming, AT&T Operations, Inc. "With unique content from providers such as STC, AT&T is delivering a compelling television service with programming for every customer."

"Like AT&T, STC is dedicated to providing a quality entertainment experience," said Bill Lee, CEO of Soundtrack Channel. "We are excited to reach more customers and to include STC programming and on-demand content as part of AT&T U-verse TV."

AT&T U-verse TV is delivered by Project Lightspeed, the company's initiative to expand the fiber-optics network deeper into neighborhoods to deliver U-verse TV, AT&T Yahoo![®] High Speed Internet *U-verse Enabled* and, in the future, Voice over IP services. Through its subsidiaries, AT&T expects to reach nearly 19 million households by the end of 2008 as part of its initial deployment, using fiber-to-the-node (FTTN) and fiber-to-the-premises (FTTP) technologies.

Financial and other terms of the agreement were not disclosed.

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Podcasts



[AT&T's Three-Screen Strategy](#)

Michael Grasso, AT&T AVP-Consumer



[AT&T Delivers Content in New Ways](#)

Kieran Nolan, AT&T VP-Consumer Marketing for broadband and U-verse

Video



[Current Features and Planned Capabilities of AT&T U-verse TV](#)

Format: wmv Size: 8.34mb



[AT&T U-verse Demos and Tours](#)

Format: Flash

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Related Media Kits

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AT&T plans to bring IP-based services, including video, to millions of customers.
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Anywhere, anytime, on three screens: the TV, the PC and wireless phone.
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Content deals with Vongo, TotalVid, Akimbo and MobiTV enhance the broadband experience.

Web Site Links

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About AT&T

AT&T Inc. is one of the world's largest telecommunications holding companies and is the largest in the United States. Operating globally under the AT&T brand, AT&T companies are recognized as the leading worldwide providers of IP-based communications services to business and as leading U.S. providers of high-speed DSL Internet, local and long distance voice, and directory publishing and advertising services. AT&T Inc. holds a 60 percent ownership interest in Cingular Wireless, which is the No. 1 U.S. wireless services provider with more than 57.3 million wireless customers. Additional information about AT&T Inc. and AT&T products and services is available at www.att.com.

About Soundtrack Channel

Based in Santa Monica, California, Soundtrack Channel, LLC (STC) is the first and only cable and satellite channel to exclusively feature music videos from movie and television soundtracks, including original movie music videos that are specially produced for the channel. The channel also features entertainment news, behind-the-scenes of the movie-making process and celebrity interviews. Further information about the company can be found at www.soundtrackchannel.com.

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