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AT&T Adds Two New Connecticut PEG Programming Channels and Enhances PEG Service Functionality

Navigation, Response Times and Resolution Improved as North Haven and Branford Public Access Channels Join the U-verse Local Programming Line-up

Hartford, CT., Oct. 27, 2008 — AT&T Inc. (NYSE:T) announced today the addition of NHTV North Haven Community Television and BCTV Branford Community Television Inc. channels to their public, education and government (PEG) programming available to Connecticut residents through the AT&T U-verse (sm) TV.

At the same time, the company is announcing a nearly 75 percent decrease in the load time to launch PEG programming channels on the service and streamlined the navigation for viewers to return to preferred PEG programming with ease.

Programming for NHTV North Haven Community Television and BCTV Branford Community Television will be available to U-verse TV subscribers starting immediately.

“We are pleased to be able to offer U-verse TV subscribers in the North Haven area access to the valuable programming we create to keep our residents informed about the community,” said Walter Mann, Executive Director of NHTV North Haven Community Television.

“U-verse not only allows us to reach out to our audience in Branford, but also makes our programming available to neighboring communities; it may be interesting for others to learn about Branford’s perspective,” said Margot Hardenbergh, President of BCTV Branford Community Television.

In addition to adding North Haven and Branford community programming to U-verse, AT&T has reduced the time to launch all PEG channel programming from 24 seconds to approximately 8 seconds and expects to see a continued reduction in launch time in the future as newer versions of software supporting the application are released. AT&T has also recently upgraded the video encoding rate and resolution for PEG channels resulting in an improved picture quality and resolution that matches AT&T’s commercial channels.

Ease of access to U-verse PEG channels has also been improved with the addition of favorite PEG channel “cookie” functionality which remembers the last PEG channel a viewer watched and simplifies the process of accessing the desired PEG content from the menu.

“We continue to make progress adding local PEG programming and enhancing the capabilities of U-Verse on a regular basis, just as we said we would,” said John Emra, Vice President of External Affairs, AT&T Connecticut. “We look forward to launching even more new PEG channels and making their valuable community programming available to our competitive video service in the days to come.”

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. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. In 2008, AT&T again ranked No. 1 on *Fortune* magazine's World's Most Admired Telecommunications Company list and No. 1 on America's Most Admired Telecommunications Company list. 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>.

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