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AT&T CHAMPIONSHIP ANNOUNCES “SNAPPLE GATE DAYS” FIRST-EVER FREE ADMISSION TOURNAMENT

Charity Ticket Program to Benefit Local Non-Profit Organizations

September 1, 2010 (SAN ANTONIO, TX) – The AT&T Championship has announced a new, creative incentive for spectators attending this year’s tournament at Oak Hills Country Club from October 25-31. The PGA Champions Tour event will be the first ever in San Antonio to offer free admission during the week of the golf tournament courtesy of Snapple – and attendance figures will net up to \$15,000 for a local charitable organization.

Twenty local charitable groups will take part in this unique ticket distribution program. Each of the participating groups will receive 1,500 one-day passes to distribute to the San Antonio public. Participating groups will have their own coded tickets and each ticket redeemed during the days of Championship competition (Friday through Sunday) will count as one point toward the respective group’s total. At the end of the tournament, the group accumulating the most points will earn a \$15,000 donation for their designated charity. There will also be a structured tier donation for the consolation charitable organizations.

“For the first time ever, we are inviting the city of San Antonio and all fans of the tournament to attend the AT&T Championship at no charge,” said Tournament Director, Colby Callaway.

“While it is a win for the attendees, it is also a big win for the non-profit organizations that we are supporting.”

During Snapple Gate Days admission is free to all spectators, all week. If you did not receive a complimentary ticket prior to the day you wish to attend, simply park in the “free” spectator lot, and jump on a courtesy shuttle for a ride to the front gate. Tickets will be distributed at the front gate on the days of Championship play. Please note that no ticket is necessary during practice days and Pro-Amateur events scheduled Monday through Thursday.

The AT&T Championship is scheduled to take place on October 25-31, 2010, at the historic Oak Hills Country Club. For more information about the tournament and sponsorship information, call 210-698-3582. Additional details regarding the Charity Ticket Program and free admission can be found at www.attchamp.com.

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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 www.att.com.

About Alcatel-Lucent

Alcatel-Lucent provides communications solutions to telecommunication carriers, Internet service providers and enterprises for delivery of voice, data and video applications to their customers or employees. Alcatel brings its leading position in fixed and mobile broadband networks, applications and services, to help its partners and customers build a user-centric broadband world. With sales of EURO 13.1 billion and 58,000 employees in 2005, Alcatel operates in more than 130 countries. For more information, visit Alcatel on the Internet: <http://www.alcatel-lucent.com>

About Champions Tour

The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. In 2008 the Champions Tour features a minimum of 29 official events offering \$55.5 million in prize money and an average purse of \$1.91 million. The Champions Tour operates under the umbrella of the PGA TOUR which includes the PGA TOUR, Champions Tour and Nationwide Tour. The Champions Tour's primary purpose as an entity of the PGA TOUR is to provide significant competitive and earnings opportunities for players age 50 and older; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events also generate significant sums of money for charity. The commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is president of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida.

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