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FOR IMMEDIATE RELEASE

AT&T CHAMPIONSHIP PARTNERS WITH SAMMIS & OCHOA

Local Tournament Set to Launch New Initiatives in 2010

August 25, 2010 (SAN ANTONIO, TX) – Sammis & Ochoa, a San Antonio-based public relations agency has partnered with the 26th Annual AT&T Championship Golf Tournament presented by Alcatel-Lucent, which will be held October 25-31 at the Oak Hills Country Club (5403 Fredericksburg Road, 78229).

“This year’s event promises to be bigger than ever,” said AT&T Championship Tournament Director Colby Callaway. “With so many entertainment options available, we know it’s imperative to keep the tournament fresh, so we established a partnership to continue to grow our audience and provide the public with a truly memorable experience.”

“We’re thrilled to work in tandem with the AT&T Championship,” said Sammis & Ochoa CEO Tanya Sammis. “Tournament-goers have a lot to look forward to this year, as we embark on dynamic initiatives that will generate excitement among the community. We look forward to sharing more details as we roll toward the tournament.”

Tournament schedule, festivities and ticket information is available at www.attchamp.com. For more information about the tournament and available sponsorships, call (210) 698-3582.

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. With a powerful array of network resources that includes the nation's fastest 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T |DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.

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>

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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.

About Sammis & Ochoa

Sammis & Ochoa is a San Antonio-based public relations agency, specializing in media relations, event management, and strategic planning. Founded by Tanya Sammis and Mario Ochoa, the company maintains over a decade in combined public relations experience, and manages clients on a regional and national level. To learn more, visit www.sammisochoa.com or call (210) 390-4284.

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