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## **AT&T and Rock the Vote Team Up to Engage Young Voters via Mobile Technology Throughout 2008 Election**

Announcement Unveiled at Mock Caucus Event in Indianola, Iowa

Secretary of State and Democratic and Republican Party Officials Join  
Rock the Vote and AT&T to Mobilize First-Time Caucus-Goers

**INDIANOLA, Iowa, Dec. 19, 2007** — Texting all candidates, advisers, pundits and political junkies. During an election season in which more than one-fifth of eligible voters will be younger than 30, AT&T Inc. (NYSE: T) and Rock the Vote today announced plans to use mobile technology in 2008 to help engage, educate and register millions of people, between the ages of 18 and 29, in an effort to build on recent increases in young voter turnout. How? By communicating with young people in their “native tongue.”

Rock the Vote and AT&T announced plans for the program today at a mock caucus for 300 Iowa high school students, an event that’s part of Rock the Vote’s Rock the Caucus program. The Iowa program is one component of Rock the Vote’s nationwide 2008 mobilization program. Rock the Vote plans to register 2 million people from the target demographic to vote in 2008, which would be the largest youth voter registration campaign in history by more than three times. In addition to registration, RTV will use new technologies like mobile to educate and engage these young voters.

“The AT&T and Rock the Vote campaign will engage young people where they are — through a device that nearly never leaves their hands — and encourage them to actively participate in the democratic process,” said Ralph de la Vega, president and CEO for AT&T’s wireless services.

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AT&T and Rock the Vote Announce Mobile Alliance/add one

“The 2008 elections are shaping up to be the third in a row with strong young-voter turnout,” said Heather Smith, executive director of Rock the Vote. “We know the best way to engage this increasingly active generation is through personal outreach, and wireless phones are intensely personal for young people. For that reason, our mobile partnership with AT&T will be critical to Rock the Vote’s efforts to register 2 million young voters in 2008 and get them to the polls on Election Day.”

In 2004, turnout of 18- to 29-year-olds jumped by 4.3 million votes compared with 2000 levels, and in 2006, turnout grew another 1.9 million from the previous midterm election. In 2008, 44 million young voters will be eligible to vote, a large and potentially powerful voting bloc.

The AT&T and Rock the Vote campaign will employ wireless applications such as cross-carrier text message opt-in lists for election news and reminders, voter-registration updates and tools to facilitate increased registration. The campaign will also feature exclusive celebrity ringtones that promote the importance of voting, text-polling, reports from student journalists and event sponsorships, among other initiatives. Content from the program will be made available to consumers of all ages. Details on individual elements of the campaign will be made available throughout 2008.

The announcement comes as the 2008 election season swings into high gear with the approaching Iowa caucuses, a crucial first contest at which Iowa’s young voters could play a significant role.

Note: This AT&T release and other news announcements are available as part of an RSS feed at [www.att.com/rss](http://www.att.com/rss).

**Find More Information Online:**

<b>Web Site Links:</b> <a href="#">AT&amp;T Web Site</a> <a href="#">AT&amp;T Wireless Web Site</a> <a href="#">Rock the Vote Web Site</a>	<b>Related Media Kits:</b> <a href="#">AT&amp;T Mobile Phones</a>
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**Technorati Tags:** [AT&T](#), [Rock the Caucus](#), [Young Voters](#), [Text Voting](#)

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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. 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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**About Rock the Vote**

Rock the Vote's mission is to build the political clout and engagement of young people in order to achieve progressive change in our country. Rock the Vote uses music, popular culture and new technologies to engage and incite young people to register and vote in every election. And we give young people the tools to identify, learn about, and take action on the issues that affect their lives, and leverage their power in the political process.

Rock the Vote is creative, effective, and controlled by nobody's agenda but our own – we tell it like it is and pride ourselves on being a trusted source for information on politics. We empower the 45 million young people in America who want to step up, claim their voice in the political process, and change the way politics is done. [www.RockTheVote.com](http://www.RockTheVote.com)