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## **AT&T PUTS PRINCE'S TRUST IN THE FAST LANE AT THE BRITISH GRAND PRIX**

*Logo of leading youth charity featured on AT&T Williams cars at Silverstone race*

**London, UK, July 8, 2010** - AT&T\* today announced it will celebrate its ongoing support for The Prince's Trust by placing the youth charity's logo on the AT&T Williams race cars during the British Grand Prix.

This visual representation of the charity will provide The Prince's Trust with an opportunity to further raise awareness of its vital work during the race weekend, one of the highest profile sporting events held in the UK. The logo will be placed on the headrest of the AT&T Williams FW32 cars during the race weekend. More than 300,000 visitors are expected to attend the Silverstone circuit, and the event attracts a worldwide television audience of approximately 55 million people.



“This high profile exposure with AT&T Williams is incredibly exciting, helping us to raise further awareness of our work with vulnerable young people,” said Julian Barrell, fundraising director, The Prince's Trust. “AT&T has been a great supporter of our work for the last four years, helping us to change young lives across the UK. This support is more important than ever to help thousands of unemployed young people into jobs.”

“The Prince's Trust does fantastic work and makes a meaningful contribution to helping a large number of young people across the UK to get the skills, education and opportunities they need to succeed in life”, said Dave Langhorn, Sales Centre Vice President for AT&T UK & Ireland. “We are very proud to be able to support their work and I hope this initiative will help the charity,



already one of Britain's leading voluntary organizations, continue to garner support and to further enhance the recognition they get for their important work."

The Prince's Trust helps more than 40,000 disadvantaged young people every year, giving them the confidence and skills to get a job. More than three in four young people on Prince's Trust schemes move into work, training or education.

AT&T has supported the Prince's Trust since 2005 and over the last five years provided £135,000 to support the work of the charity. Funding from AT&T during this time has helped young people start up in business across the UK.

AT&T is the title sponsor of the AT&T Williams team, and provides the team with a full suite of advanced IP-based communications solutions including a virtual private network that enables highly secure and reliable communications from the race track to the team's headquarters and other key locations.

AT&T Williams is migrating its website ([www.attwilliams.com](http://www.attwilliams.com)) to AT&T Synaptic Hosting<sup>SM</sup>, a complete hosting package built on a virtualized "pay-for-what-you-use" infrastructure, and AT&T's Intelligent Content Distribution Service (ICDS) to support its enhanced multifaceted global web presence. The team also recently installed the AT&T Telepresence Solution<sup>SM</sup> at their UK headquarters and a unique mobile unit in the team's motorhome. The deployment of the AT&T Telepresence Solution provides the team with a fully managed, immersive high definition video conferencing service with the sensation of a "face-to-face" meeting. AT&T is also featuring Julian Barrell, fundraising director The Prince's Trust, in the new AT&T Williams '60 seconds with...' [online interview series](#), which profiles everything from his favourite Grand Prix to the work challenges keeping his team awake at night.

The initiative with The Prince's Trust is part of a global programme by AT&T to recognize charities it supports around the world. Already this year in May the French based organisation Télécoms Sans Frontières (TSF) was recognised at the Monaco Grand Prix and in June visibility was provided to leading charity Centraide of Greater Montreal at the Canadian GP.

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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.

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**About The Prince's Trust**

The Prince's Trust helps change young lives in the UK through practical and financial support, developing skills as well as confidence and motivation. Since the charity was founded by HRH The Prince of Wales in 1976, it has helped over 600,000 young people across the UK and continues to support 100 more every working day. Further information about The Prince's Trust is available by calling 0800 842 842 or at [www.princes-trust.org.uk](http://www.princes-trust.org.uk).

For more details view the new Prince's Trust video campaign:

[http://www.princes-trust.org.uk/case\\_study\\_2009-10/undiscovered/campaign\\_film.aspx](http://www.princes-trust.org.uk/case_study_2009-10/undiscovered/campaign_film.aspx)

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