



Fact Sheet

One of the Internet's hottest destinations, the [AT&T blue room](#) connects you to your world by delivering the exclusive, live and behind-the-scenes music and sports you love – in one place.

Since 2006, the blue room has generated more than 135 million page views and fueled the sale of key wireless and broadband services. It also has been integral in linking the AT&T brand to premier communications and entertainment experiences.

Whether searching for your favorite artists, sporting events or today's most talented athletes, the blue room has you covered.

AT&T blue room music

Get front-row access to the hottest music festivals in the country like Coachella, New Orleans Jazz Fest, Bonnaroo, Lollapalooza, Austin City Limits and Vegoose. In 2007, we nearly doubled the number of live music streams offered on blue room, including a two-day live webcast from Dave Matthews Band. And that's just the tip of the iceberg! On AT&T blue room music you can view in-studio interviews and behind-the-scenes footage from a diverse group of chart-topping artists and new music talent, listen to a custom-programmed music player and enter meet-and-greet sweepstakes from the bands you love. Check it out at www.attblueroom.com/music.

AT&T blue room sports

A virtual paradise for the sports enthusiast, AT&T blue room sports features everything from college and professional football, basketball, baseball, golf, tennis and soccer events and programs to interactive features like customizable mash-up rally videos and personalized mascot e-cards. Last year, 120 participating NCAA universities competed to host the AT&T World's Loudest Pep Rally, a free live campus concert from Dave Matthews Band. Fans of participating universities submitted more than 3.3 million invites via AT&T blue room and wireless text message. Get in on the action at www.attblueroom.com/sports.

AT&T blue room Team USA

Get up-close-and-personal with athletes as they compete for the chance to participate in the 2008 Olympic Games in Beijing, China. Fans of USA Gymnastics can follow its competitors as they train and prepare for competition through "Behind the Team," an original webisode series examining the sport of gymnastics as it has evolved through the years along with personal stories from several of its athletes. You also can catch live video streams of competitions and events, tour U.S. Olympic Team training facilities and download desktop communicators that will countdown to August 2008 and alert you to breaking Olympic Games news. Visit www.attblueroom.com/teamusa.