

2010 Masters: Snapshot of AT&T Three-Screen Content

Only AT&T gives you three ways to experience the 2010 Masters Tournament - on the TV, the PC and the mobile phone.

CONTENT	AVAILABILITY	AT&T SCREENS
LIVE COVERAGE (All times ET)		
Masters Extra – Play-by-play action is available before cable and network broadcast coverage begins.	April 8 & 9: 1:00 – 4:00 p.m. April 10: 2:30 – 3:30 p.m. April 11: 1:00 – 2:00 p.m.	Wireless: AT&T Mobile TV (Select TV, Masters channel) MobiTV (Select My Stuff, Applications, MobiTV, Masters) U-verse TV: Channels 627 (SD), 1627 (HD) PC: AT&T Fan Zone (http://fanzone.att.net)
Par 3 Contest – A tradition since 1960, Tournament players, non-competing past champions and honorary invitees participate in the contest.	April 7: 3:00 – 5:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 624 (SD), 1624 (HD) PC: AT&T Fan Zone
Amen Corner Live – Live coverage of the famous 11th, 12th and 13th holes.	April 8 & 9: 10:45 a.m. – 7:00 p.m. April 10: 12:00 – 7:00 p.m. April 11: 11:45 a.m. – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 625 (SD), 1625 (HD) PC: AT&T Fan Zone
15th / 16th Live – Live coverage of the 15th and 16th holes.	April 8 & 9: 11:45 a.m. – 7:00 p.m. April 10: 1:00 – 7:00 p.m. April 11: 12:45 – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 626 (SD), 1626 (HD) PC: AT&T Fan Zone
Featured Group – Live shot-by-shot coverage of a selected pairing throughout the Tournament.	April 8 & 9: 10:30 a.m. – 7:00 p.m. April 10: 12:30 – 7:00 p.m. April 11: 12:15 – 7:00 p.m.	Wireless: AT&T Mobile TV, MobiTV U-verse TV: Channels 628 (SD), 1628 (HD) PC: AT&T Fan Zone
CBS and ESPN –Live tournament coverage.	ESPN: April 8 – 9 CBS: April 10 – 11	Wireless: AT&T Mobile TV, MobiTV (CBS live feed on April 10 – 11) U-verse TV: CBS: Channels 623 (SD), 1623 (HD) or local CBS affiliate ESPN: Channels 624 (SD), 1624 (HD)
APP		
2010 Masters – Browse four Masters channels at once with our Masters Multiview, and access an up-to-date leader board, player scorecards, stats and bios, news updates, tournament photos, video archives, a course map and flyovers of Augusta National Golf Club.	Available today.	U-verse TV: Channels 622 (SD), 1622 (HD)
ON DEMAND CONTENT		
Masters Moments –A series of 24 vignettes highlighting classic action from past Tournaments.	Available beginning April 1. Archived for 60 days after the tournament.	Wireless: AT&T Mobile Video (Select Mobile Video, Sports, 2010 Masters), MobiTV U-verse TV: On Demand library PC: AT&T Fan Zone, AT&T Entertainment
Latest News and Leader board	Available beginning April 5.	Wireless: Mobile Web (Select MediaNet, Sports, The Masters)
Player Interviews – Two to six scheduled and adhoc interviews will air each day throughout the week.	Available beginning April 6. Archived for 60 days after the tournament.	Wireless: AT&T Mobile Video U-verse TV: On Demand library PC: AT&T Fan Zone
Masters TV (Masters Today and Masters Tonight) – Shows include daily previews and wrap-ups. One show daily Sunday – Tuesday; two shows daily Wednesday – Sunday.	Available beginning April 5.	Wireless: AT&T Mobile Video PC: AT&T Fan Zone

Page 1 of 1
© 2010 AT&T Intellectual Property. All rights reserved. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their © 2010 AT&T Intellectual Property. All rights reserved. AT&T, the AT&T logs and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T attiliated companies. All other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T uservise. All other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T uservise. All of go to www.uverse.att.com to see if you qualify. Multiview. Channels/content available for viewing in Multiview are based on TV package and additional programming purchased. 3G service not available in all areas. AT&T wireless subscribers will need a 3G phone and a subscription to MobiTV service to access live content over their handheld device. Tournament content available to MobiTV service subscribers will be titled, "Par 3 Challenge," "The Masters Amen Corner" and "The Masters 15th/16th Holes." For more information, log on to http://mobitv.com/.
AT&T U-verse services are provided by AT&T local telephone companies. Geographic and service restrictions apply to AT&T U-verse. Call or go to www.uverse.att.com to see if you qualify. Multiview: Channels/content available for viewing in Multiview are based on TV package and additional programming purchased.