

AT&T – U.S. Olympic Team Official Partner

Fact Sheet

AT&T is an Official Partner of the U.S. Olympic Team.

The Official Partner level is the highest level of domestic sponsorship available with the United States Olympic Committee, with Official Partner companies like AT&T providing significant levels of resources, products and services in support of the U.S. Olympic Team.

AT&T Services for the U.S. Olympic Committee

As the **Official Telecommunications Services Partner** of the U.S. Olympic Team for the 2008 Olympic Games in Beijing, China, AT&T will be there every step of the way providing support.

AT&T services currently provided to the U.S. Olympic Committee include:

- **AT&T OneNet® Services.** An integrated long distance, data service and audio/videoconferencing portfolio that allows Team USA™ and the USOC to quickly and easily “call a meeting” from virtually anywhere via the telephone, Web, or video.
- **Managed Services/VPN.** Services such as VPN Tunneling Service Remote Access provide the USOC with the ability to securely access its network off-site anytime and anywhere. (This is particularly important to staff, coaches and athletes who travel extensively for various competitions.)
- **Managed IP Services.** AT&T provides seamless connectivity and consolidates the USOC’s management of Internet applications with high speed dedicated access, world-class reliability, optimal performance, scalability and security.
- **Wireless Services From AT&T.** Wireless services from AT&T provide access to the nation’s largest digital voice and data network, including international coverage, allowing USOC staff, coaches and athletes to communicate with greater ease and mobility by using mobile phones, PDAs and other devices.
- **AT&T Web hosting.** AT&T provides comprehensive Web-hosting services, ensuring uninterrupted access and protecting the USOC’s critical data and applications on various Web sites, including general-public access sites such as www.usoc.org, www.usaparalympic.org; as well as private authorized-only sites, like www.olymarcs.org.



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AT&T U.S. Olympic Training Center Program

As part of its sponsorship, AT&T is making a \$3 million commitment to fund the AT&T Olympic Training Center (OTC) Program, which is giving athletes, coaches, medical personnel and staff access to world-class communications technology.

- The AT&T U.S. Olympic Training Center Program will enable coaches and athletes to transfer video files quickly and easily and to analyze performance in real time, via AT&T wireline and wireless services in dorm rooms, gyms and on playing fields.
- The technology will allow athletes to get immediate feedback no matter where their coaches are located – whether a thousand feet or a thousand miles away.
- The infrastructure will also enable distance e-learning capabilities for athletes who are pursuing academic degrees.

AT&T Athlete Connections Centers

An important component of the AT&T U.S. Olympic Training Center program includes helping build and equip the **AT&T Athlete Connections Centers** at each of the three OTCs.

- The AT&T Athlete Connections Centers will play a significant role in the rest and relaxation phase of the Olympic hopefuls' training programs, which is critical to their well-being and overall success.

AT&T Athlete Connections Centers will feature:

- AT&T Voice Services
- Wireless phone services from AT&T
- AT&T | DISH Network Satellite Television
- AT&T Yahoo!® High Speed Internet Service
- AT&T Wi-Fi Service
- AT&T Wireless Charging Stations

AT&T Support for National Governing Bodies

AT&T also serves as an Official Partner of several National Governing Bodies, which help comprise the U.S. Olympic Team, including USA Track & Field and USA Gymnastics.



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USA Gymnastics. AT&T is an Official Partner of USA Gymnastics, providing financial support, products and services to aid in the training of America's gymnasts.

- As the official telecommunications sponsor of USA Gymnastics, AT&T receives the exclusive right and license to use the emblems and designations of USA Gymnastics in order to advertise and promote its products and services.
- AT&T also has marketing and hospitality rights for several USA Gymnastics events, including the Tyson American Cup in Philadelphia; the Pacific Alliance Championships in Honolulu, Hawaii; and the Visa Championships in St. Paul, Minn.

USA Track & Field. AT&T will serve as the official telecommunications services partner of USA Track & Field through the 2008 Olympic Games in Beijing, China.

- With this sponsorship, AT&T becomes the title sponsor of the USA Indoor Track & Field Championships (2006, 2007 and 2008) and the USA Outdoor Track & Field Championships (2006 and 2007).
- AT&T will also serve as the event sponsor for the Nike Prefontaine Classic (2006, 2007 and 2008) and Penn Relays (2006, 2007 and 2008).
- In 2008, AT&T will serve as a sponsor of the U.S. Olympic Team Trials — Track & Field.

USA Swimming and Diving. AT&T will bring USA Swimming and Diving to fans anytime through a series of content and activation programs.

- As the official sponsor, AT&T will streamline coverage of USA Swimming and Diving competitions exclusively through AT&T blue room. Content will be archived on the site through the 2008 Olympic Games. (www.attblueroom.com)
- Also, only through AT&T blue room, visitors can download USA Swimming or Diving Desktop Communicators, providing customizable news, weather, and special promotions feeds.
- This initiative builds on AT&T's commitment to provide significant financial and other support to USA Swimming and Diving.

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