

AT&T Brings Tiger Jam XII Home to Fans via Exclusive Video Content to the PC, TV, and Wireless Phone

DALLAS, /PRNewswire-FirstCall/ -- AT&T and Tiger Woods have found a new way to connect the Tiger Woods Foundation with fans everywhere: through sharing new, exclusive behind-the-scenes footage of Woods from a private golf clinic during Tiger Jam XII presented by AT&T. The new video content is now available from AT&T on the three screens that matter most to consumers: the TV, PC and wireless phone.

Tiger Jam XII presented by AT&T was held May 15 and 16, 2009 at the Mandalay Bay Events Center and Cascata Golf Course in Las Vegas. Since 1998, Tiger Jam, hosted by Tiger Woods, has raised more than \$11 million for the Tiger Woods Foundation and select Las Vegas based charities through its sold-out performances and one-of-a-kind auction items.

Expanding the reach of the charity event, AT&T is now extending the on-demand content from a recent private golf clinic with Woods to golf fans everywhere. Content is now available for free in the AT&T U-verse(SM) TV On Demand library and the AT&T FanZone (<http://fanzone.att.net/>). And, AT&T wireless customers are the only fans with mobile access to the new on-demand video from their wireless devices with Cellular Video (CV) services. Wireless footage will also be archived for the next 90 days, and will include golf tips from Woods and behind-the-scenes footage from the event.

Tiger Jam was created by the Tiger Woods Foundation, an organization dedicated to empowering young people to reach their maximum potential. Since its inception in 1996 by Tiger Woods and his father Earl, the Foundation has reached an estimated 10 million young people through character development, career exploration, scholarships and grant-making programs.

The new Tiger Jam XII golf content will be available at no additional charge to AT&T wireless customers with 3G CV-enabled devices and unlimited data plan. Unlimited data packages are available starting at \$15 per month.

For more information about Tiger Jam and the Tiger Woods Foundation visit <http://www.tigerwoodsfoundation.org/>

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