



## **AT&T U-verse TV Customers Get Full Access to HBO GO, MAX GO**

### **AT&T U-verse Adds More Than 1,200 Hours of HBO and Cinemax Programming Online, Continues Growing Content Selection Across Screens**

DALLAS, Nov. 29, 2010 /PRNewswire/ -- In another move to make TV content available in more places, AT&T\* today announced that AT&T U-verse® TV customers now have full access to HBOGO.com and MAXGO.com, HBO and Cinemax's online video destinations featuring more than 1,200 hours of streamed programming.

Beginning today, U-verse TV residential customers who subscribe to HBO and/or Cinemax will automatically receive free, unlimited online access to HBO and Cinemax programming, respectively, at any time, from any U.S. location. You can access HBO GO and MAX GO with your U-verse TV log-in ID and password at HBO GO, MAX GO, and soon, U-verse Online.

"We're proud to deliver more value to U-verse TV subscribers by offering compelling content from HBO and Cinemax online," said Dan York, president of content, AT&T. "This latest U-verse enhancement is just one more way we're giving U-verse TV customers access to hit TV shows in more places — whether that's on their big screen HDTV, downloaded to their smartphone with U-verse Mobile, or one of the more than 130,000 titles at U-verse Online." HBO GO and MAX GO will offer U-verse TV customers new titles immediately after premiering on HBO and Cinemax. HBO GO and MAX GO also give subscribers the ability to create a Watchlist that keeps track of bookmarked content for later viewing, extra content including interviews, recaps, and behind-the-scenes pieces; customizable views showing titles in slideshow, grid or list format; and Browse by Tags, a feature allowing users to find titles via keywords.

HBO GO and MAX GO complement HBO On Demand and Cinemax On Demand with four times more viewing choices. HBO GO offers HBO's acclaimed original series, HBO Films, miniseries, documentaries, HBO Sports and blockbuster movies. MAX GO allows AT&T U-verse TV customers to instantly watch the biggest Hollywood blockbusters, indies, cult favorites and MAX After Dark series. On both services, all programming is in HD. HBO GO and MAX GO are the latest additions to the wide selection of programming available across multiple screens for AT&T U-verse TV customers. AT&T is making TV watching available across devices, with hit TV shows available on U-verse TV, U-verse Online, U-verse TV on Xbox 360, and more than 10 qualifying smartphones with U-verse Mobile.

AT&T U-verse Online features more than 130,000 titles of TV shows, movies and video clips available for any online user on your PC. U-verse TV customers can also schedule DVR recordings directly from U-verse Online and see which of their recorded shows are available to watch online.

With U-verse Mobile, you can schedule and manage DVR recordings and, with certain U-verse TV packages, download hit TV shows on your smartphone and watch them anywhere you want.

AT&T U-verse TV is the only 100 percent Internet Protocol-based television (IPTV) service offered by a national service provider, making AT&T U-verse one of the most dynamic and feature-rich services available today. Now AT&T U-verse TV ranks "Highest in Residential Television Service Satisfaction in the North Central, South and West Regions," according to the J.D. Power and Associates 2010 Residential Television Service Provider Satisfaction Study(SM). For additional information on AT&T U-verse — or to find out if it's available in your area — visit AT&T U-verse.

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#### **About AT&T**

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 mobile broadband 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.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at the AT&T Web Site. This AT&T news release and other announcements are available at AT&T Newsroom, and as part of an RSS feed at AT&T RSS Feed. Or follow our news on Twitter @ATT. Find us on Facebook at the AT&T Facebook to discover more about our consumer and wireless services or at AT&T Small Business Facebook to discover more about our small business services.

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**Geographic and service restrictions apply to AT&T U-verse. Call or go to [www.att.com/u-verse](http://www.att.com/u-verse) to see if you qualify. AT&T U-verse services are provided by AT&T local telephone companies. U-verse Mobile:** Download and watch capability available for select shows and requires select smart phones, Wi-Fi connection, and qualifying U-verse TV plan. Downloaded shows are available for viewing for limited time periods. Ability to browse the TV guide and manage DVR available to all U-verse TV customers. Standard data charges may apply. **U-verse Online:** AT&T U-verse TV and High Speed Internet Account required for DVR related functions.

**Wi-Fi:** Largest based on company branded and operated hotspots. Access includes AT&T Wi-Fi Basic. A Wi-Fi enabled device required. Other restrictions apply. See [www.attwifi.com](http://www.attwifi.com) for details and locations.

AT&T U-verse received the highest numerical score among television service providers in the North Central, South and West regions in the proprietary J.D. Power and Associates 2010 Residential Television Service Satisfaction Study(SM). Study based on 28,489 total responses from measuring 12 providers in the North Central region (IL, IN, MI, OH, WI), 13 providers in the South (AL, AR, FL, GA, KS, KY, LA, MS, MO, NC, OK, SC, TN, TX), and 10 providers in the West (AZ, CA, CO, ID, IA, MN, MT, NE, NV, NM, ND, OR, SD, UT, WA, WY) and measures consumer satisfaction with television service. Proprietary study results are based on experiences and perceptions of consumers surveyed in Nov. 2009 and Jan. 2010, April 2010 and July 2010. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)