



News Release

AT&T Brings *Entertainment Your Way* to the 44th LA Korean Festival with #KTOWNYourWay

As Diamond Sponsor, AT&T Shines on Augmented Reality and Trendy Giveaways

LOS ANGELES, Oct. 12, 2017 — AT&T* is bringing #KTOWNYourWay to the 44th Annual Los Angeles Korean Festival. Catch all the action Oct. 12 – 15 at Seoul International Park.

Stop by our newly designed booth to:

- Experience augmented reality (AR) on the latest LG devices. Play a game where trivia meets TV entertainment.
- Win prizes! Get a chance to win some exclusive giveaways, by spinning our digital prize wheel.

“We’re proud to be the Diamond Sponsor at this year’s festival,” said Leonardo Torr  s, assistant vice president of Diversity Marketing Management. “At AT&T, differences are authentically embraced. So naturally, we wanted to take part in this year’s event, themed ‘Hallyu, Power of Diversity’. We’re bringing Korean content to the festival as a way to connect families and friends to entertainment and services they know and love.”

Unique offers

Be sure to ask about our offers like AT&T Unlimited Plans, which include HBO® for life.¹ And learn more about DIRECTV’s international Asian programming add-ons. We’ll also have special offers and gifts for new customers who sign up at the AT&T booth.

“We thank community partners who continue to champion for diverse communities and value our services in providing quality wireless and TV entertainment with over 14 great Korean programming options,” Torr  s said.

To learn more about our commitment to diversity and inclusion, go to about.att.com/sites/diversity.

¹ Video may be limited to SD. After 22GB data usage, AT&T may slow speeds. *Requires maintaining an AT&T Unlimited PlusSM or ChoiceSM plan, compatible device (sold separately) & activation of HBO at att.com/unlimitedwithhbo. HBO benefit starts w/in 2 bills, & may be billed & then credited. Channels subj. to change. Add’l speed, usage, limits & restr’s apply.



***About AT&T**

AT&T Inc. ([NYSE:T](#)) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. We offer the nation's best data network** and the best global coverage of any U.S. wireless provider. We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for our highly secure smart solutions.

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**Claim based on the Nielsen Certified Data Network Score. Score includes data reported by wireless consumers in the Nielsen Mobile Insights survey, network measurements from Nielsen Mobile Performance and Nielsen Drive Test Benchmarks for Q1 + Q2 2017 across 121 markets.