



News Release

AT&T Autumn Moon Festivities Illuminate San Francisco Chinatown

Augmented Reality Games, Sweet Prizes and Savory Offers at This Autumn Moon Holiday

SAN FRANCISCO, Sept. 29, 2017 — AT&T* will showcase the old and the new at the 2017 AT&T San Francisco Chinatown Autumn Moon Festival happening Sept. 29 – Oct. 1.

Festival goers will experience innovative and immersive entertainment and mobile technology at the event along with longtime festival favorites like dragon and lion dancers. Eat freshly baked mooncakes and then explore the local markets for endless shopping to help burn off calories. All the fun takes place right on the streets of San Francisco's Chinatown.

"We're extremely proud to be Title Sponsor of the SF Chinatown Autumn Moon Festival once again," said Leonardo Torr s, assistant vice president of Diversity Marketing Management. "Autumn Moon is a significant event for many cultures around the world. We're honored to show our support to a historic community that brilliantly diversifies the landscape of America."

Be sure to check out the all-new AT&T booth. Find it on the corner of Grant Avenue and Washington Street. We'll feature AT&T's new mobile and TV entertainment games on the latest devices.

- Experience the best of AT&T through an augmented reality (AR) game that integrates trivia and TV entertainment on the latest LG devices.
- Be a winner! Take home premium prizes!

Bigger and Brighter Deals

Be sure to ask about unique offers, like the AT&T Unlimited Plans, which includes HBO® for life**. Also, learn more about DIRECTV's international Asian programming add-on packages. We'll also have special offers and gifts only for new customers who sign up at the AT&T booth!

"At AT&T, diversity and inclusion matter so much to us. We thank community partners who continue to champion for these communities and value our services in providing quality wireless and TV entertainment with great Chinese programming," Torr s said.

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

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** 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.