



# News Release

## **AT&T Welcomes the Year of the Rooster at the 2017 San Francisco Chinese New Year Festival and Parade**

SAN FRANCISCO, Jan. 13, 2017 — Celebrate the Year of the Rooster with AT&T<sup>1</sup> at Lunar New Year celebrations in San Francisco.

The Flower Market Fair takes place Jan. 21-22. Spruce up your style with fruits, candles, and of course, flowers. Stop by the AT&T booth at Grant Ave. and Washington St. for the latest in entertainment and technology.

And join us at the San Francisco Chinese Community Street Fair and Parade Feb. 11-12. Our booth remains at Grant Ave. and Washington St.

You can catch captivating dragon dancers, Chinese acrobats, local marching bands and one of the top night parades in the world. And watch the AT&T float light up the new year during the parade Feb. 11.

“We’re honored to support organizations that strengthen the Asian community like the Chinese New Year Festival and Parade,” said Leonardo Torr  s, associate vice president of diverse markets, AT&T Entertainment Group. “Connectivity bolsters that strength. At AT&T, innovative technology and entertainment offerings help bring people together.”

AT&T brings you the latest technology in wireless devices and best quality TV to showcase at both events. Check out the following attractions at our booth.

- Help the Fire Rooster reach the top of Dusu Mountain and awaken the New Year in the “Fire Rooster Run” game on the latest Samsung devices.
- Test your DIRECTV knowledge at the TV entertainment trivia station.
- Play games to win unique prizes.

### **Don’t-miss deals**

Both events will feature our special offers. We’ll offer a Samsung Tab E for \$0.99 on a 2-year agreement when you buy any Samsung Galaxy smartphone on AT&T Next<sup>®</sup>.<sup>2</sup> And, when you switch to AT&T and have DIRECTV, you will receive a free Samsung Galaxy S7.<sup>3</sup>

### **Join the AT&T family**

AT&T is hiring in Northern California. These positions offer competitive part-time and full-time compensation with competitive benefits. Stop by the San Francisco Chinatown Community Fair booth Feb. 11-12 for more information. Visit [att.jobs/bayarea](http://att.jobs/bayarea) to apply.



### **A community partner**

AT&T was recently named one of the [2016 Best Workplaces for Diversity](#) by Great Places to Work™ and Fortune Magazine.<sup>4</sup> We are dedicated to being a strong partner in the Asian community.

Over the past 5 years, AT&T and the AT&T Foundation contributed more than \$27 million to strengthen the Asian American community.

2015 donations included:

**Asian Americans Advancing Justice** (Los Angeles) – We donated over \$100,000 to support their leadership development program. It works to empower, mobilize and equip individuals and communities with the skills necessary to foster social change.

**Hmong American Partnership** – We donated \$95,000 to support the group's YouthLead program, which created career pathways for 100 low-income Southeast Asian youth and young adults.

**Southeast Asia Resource Action Center** – We donated \$75,000 to support high school retention programs.

<sup>1</sup>AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.

<sup>2</sup>**Every Day Pricing Offer** - Samsung Galaxy Tab E may be purchased at the discounted price of 99-cents with 2-year agreement and when bundled with any Samsung Galaxy smartphone purchased on AT&T Next. This is available to customers who purchase both phone and Samsung Galaxy Tab E together and meet all other eligibility requirements. See store for details.

<sup>3</sup>Tax on full retail price due. Port-in from elig.carriers only. Must buy elig.device w/in 7 days of port on 0% APR AT&T Next (30-mo/\$23.17/mo.) or AT&T Next Every Year (24-mo/\$28.96/mo.). \$0 down for well qualified credit or down payment may be req'd. Monthly postpaid voice & data and TV svc req'd. DIRECTV: Excludes streaming svcs. If new customer, 24-month agmt, prorated ETF (up to \$480) & Equip. Non-Return fees apply. Must be installed w/in 30 days of device activation. Bill Credit: Applied in equal amounts towards installments over agmt term. Both svcs must remain active, in good standing, & phone must remain on its agmt for entire term to get all credits. Fees, charges & restr's apply. Subj. to change. See store or visit [att.com/TVSamsungoffer](http://att.com/TVSamsungoffer) for details.

<sup>4</sup> Great Places to Work™ and Fortune recently named AT&T one of the 2016 Best Workplaces for Diversity. AT&T ranked #39 on [the list](#), which is based on employees' assessments of workplace fairness, opportunities for training, and access to senior leadership, among other factors.

### **About AT&T**

AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, mobile, high-speed internet and voice services. We're the world's largest provider of pay TV. We have TV customers in the U.S. and 11 Latin American countries. We offer the best global coverage of any U.S. wireless provider\*. And we help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions.



Additional information about AT&T products and services is available at <http://about.att.com>. Follow our news on Twitter at @ATT, on Facebook at <http://www.facebook.com/att> and YouTube at <http://www.youtube.com/att>.

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\*Global coverage claim based on offering discounted voice and data roaming; LTE roaming; voice roaming; and world-capable smartphone and tablets in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries.