

AT&T LAUNCHES AT&T STATION FEATURING 100 THIEVES, A CUSTOM-BUILT VIRTUAL REALITY WORLD WITHIN VRCHAT

AT&T Station Features 100 Thieves Content and Cutting-Edge Experiences for Fans

October 1, DALLAS – AT&T, continuing its ongoing collaboration with premium, gaming organization and lifestyle brand 100 Thieves, is launching its own virtual reality world – AT&T Station – within the popular, and free-to-play game, VRChat.

AT&T Station is a groundbreaking experience spanning gaming, apparel and culture. It connects fans to the best of AT&T technology, HBO Max content and their favorite 100 Thieves creators. Using either a PC or a PC-tethered VR headset, users can connect with one another, play interactive games inspired by 100 Thieves personalities, watch HBO Max trailers on a cinema-sized screen and more.

Fans who visit AT&T Station during the first week will receive two exclusive AT&T x 100 Thieves virtual avatars to use anywhere in VRChat. These limited-edition avatars are outfitted in real-world 100 Thieves apparel, the Foundations line, which has never before been available as a digital product.

Starting today, five 100 Thieves content creators and AT&T Brand Ambassadors – [Yassuo](#), [BrookeAB](#), [NoahJ456](#), [Valkyrae](#) and [Hiko](#) – will be streaming a first look at AT&T Station on their respective channels.

With a surge in gaming during the pandemic, interest in technologies like VR has risen as well. According to a Grand View Research gaming industry analysis, the global virtual reality gaming market size is anticipated to reach \$69.6 billion USD by 2028*.

AT&T and 100 Thieves launched their relationship earlier this year. As the Official 5G and Fiber Innovation Sponsor of 100 Thieves, AT&T is working to deliver original gaming content and live events highlighting 5G and AT&T Fiber. In addition, AT&T created the AT&T VALORANT Training Room at the 100 Thieves Cash App Compound, which is equipped with the latest AT&T products and services to provide the ideal practice ground for this elite team. AT&T is featured on 100 Thieves team jerseys.

About 100 Thieves

100 Thieves (“Hundred Thieves”) is the premier lifestyle brand and gaming organization. Based in Los Angeles, the company was founded by former Call of Duty World Champion and YouTube sensation Matthew “Nadeshot” Haag. 100 Thieves has leading esports teams competing in Call of Duty, League of Legends, Fortnite, and VALORANT. The brand is recognized globally for its streetwear-inspired apparel, known for rapidly selling out. 100 Thieves produces top gaming podcasts and massively popular YouTube content, created by its world-class gaming talent including CouRageJD, Valkyrae, and BrookeAB.

Check out <https://100thieves.com/> for more info.

About AT&T’s Gaming & Esports Sponsorships

AT&T has built powerful connections with key gaming organizations since entering the space and is committed to keeping the gaming fan at the center. Most recently, AT&T became the Official 5G and Fiber Innovation Sponsor of 100 Thieves with a multi-year, organization-wide, esports team sponsorship. AT&T has also launched and crowned winners for competition programs [AT&T Annihilator Cup](#), its first-

ever livestreamed gaming competition, and [AT&T Unlocked Games](#), an all-women's game developer competition.

In addition, AT&T plans to keep to optimizing our 5G and Fiber networks for gaming with technologies like edge compute and network slicing, to help deliver gaming at the lowest possible latency. This has the potential to enable game publishers to create new experiences powered by the cloud and AT&T networks, for next-gen gaming at home and on the move.

* [Grand View Research gaming industry analysis](#)