



He's Got Game. AT&T Announces Winner of Game Development Contest for Windows Mobile

Nikos Konstas Wins for Pool Rebel

Dallas, Texas, September 10, 2008

He's got game — and a mobile distribution deal and cash prize to boot.

AT&T Inc. (NYSE:T) today announced Nikos Konstas, an independent developer from the United Kingdom, is the winner of the AT&T Game Development Contest for Windows Mobile, the first collaboration by AT&T, Microsoft Corp., HTC Corp. and I-play to further innovation in games for the powerful Windows Mobile platform.

The winning game, Pool Rebel, will be demonstrated in the AT&T booth No. 1223 (second floor) at the CTIA Wireless I.T. & Entertainment on Sept. 10-12, 2008, in San Francisco.

Pool Rebel is a billiards simulation game designed for Windows Mobile phones. The game features realistic physics, intuitive controls and addictive game play.

Nikos started writing games at 15 when he bought his first computer, although he says he never completed any. It wasn't until 2005, 18 years later, when he decided to write a game for his PocketPC.

"I play pool quite a bit and wanted to find a pool game for my phone," said Nikos. "When I couldn't find one I really liked, I decided to write my own. I designed Pool Rebel with the casual gamer in mind. While I think it will improve their pool skills if they play it enough, my hope is that they just have fun with it."

Mark Collins, vice president of Consumer Products for AT&T's wireless unit, said, "This contest hits at the heart of our commitment to engage the development community while advancing our leadership position in offering the most Windows Mobile games of any provider."

Supporting one of the most vibrant developer communities today, Windows Mobile provides a rich and comprehensive set of tools and platforms to create new, exciting mobile experiences. About 65 percent of developers know how to develop on Windows, so they can also develop on Windows Mobile because it uses the same tools: Visual Studio .Net, the .NET Compact Framework and SQL Server Compact Edition built right into the read-only memory. As a result, the Windows Mobile SDK has been downloaded more than 3 million times, resulting in tens of thousands of applications available today.

"Developers are in Microsoft's DNA," said John O'Rourke, general manager for Windows Mobile. "We are committed to providing tools and resources for developers, and this contest exemplifies how the Windows Mobile platform can empower creative people, like Nikos, to create these fantastic applications."

As the winner, Nikos will receive a mobile game developer contract with I-play, prime placement of the finished game on the game portal on AT&T MEdia Mall and a cash prize of \$25,000.

"We are thrilled to participate in rewarding independent game developers for their creativity," said Don Ryan, Chief Operating Officer, Oberon Media, I-play's parent company. "We're excited to publish the winning game, as this contest reinforces I-play's leadership position as the home for innovation and originality in casual game publishing."

"I am very happy and excited to win," said Nikos. "I honestly didn't expect this at all."

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