News Release

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2014 MALAYSIA DEVELOPERS' DAY – ASEAN EDITION: BUILDING A DIGITAL ECOSYSTEM ACROSS ASIA

AT&T and the Malaysian Communications and Multimedia Commission Collaborate to Encourage Innovative App Creation in Asia

KUALA LUMPUR, MALAYSIA, SEPTEMBER 4, 2014 – AT&T* and the Malaysian Communications and Multimedia Commission (MCMC) are once again bringing innovation to Asia. The two organizations will co-host *2014 Malaysia Developers' Day – ASEAN Edition* in Kuala Lumpur Sept. 17-19, 2014 with an expected keynote address by United States Ambassador Joseph Yu.

As part of the inaugural *KL Converge!* digital technology showcase, the Malaysia Developers' Day is a contest that will challenge participants from 14 countries** in Asia to create a mobile app within 24 hours. Teams that come up with the best apps will win prizes totaling more than US$15,000 (~MYR47,400), including 12 scholarships for online software training to empower the next generation of innovators in the region.

Last year's Malaysia Developers' Day proved to be a success, with more than 110 participants and 24 new app ideas. This year, the organizers will invite creative minds from across 14 countries in Asia to develop apps and compete for prizes in three categories, all under the theme of "Building a Digital Ecosystem." The three categories include:

- Best app for Community Involvement
- Best app for Smart City
- Best app for Commercialization

MCMC and AT&T will provide the resources, education and networking structure to create apps more quickly and at lower cost. Participants will have access to AT&T's Application Programming Interfaces (APIs), already built-out services that tap into the power of AT&T's network. Developers can quickly plug them into their apps for added functionality, such as

speech-to-text. Mentors will also be on hand to help and share their knowhow with the participating innovators.

"AT&T was the first carrier in the U.S. to create a Developer Program – the longest running program to date. AT&T is proud to continue to once again collaborate with the Malaysian Communications and Multimedia Commission and co-sponsor the 2014 Malaysia Developers' Day," said Carlton Hill, vice president, Device Operations and Developer Services, AT&T. "The event is a great way to empower developers by giving them the right tools and opportunities to build a richer, more connected digital ecosystem across the region."

"Last year, we showcased the energy and talent of Malaysia developers who stimulate the economy and can make a difference through the creation of various mobile apps," said MCMC Chief Industry Development Officer, Dato' Mohd Ali Hanafiah. "By expanding this event to other countries across the region, we hope to see even more innovation and creativity to drive our region forward."

The *2014 Malaysia Developers' Day – ASEAN Edition* will take place in the Kuala Lumpur Convention Centre from 9.00 a.m. MYT on September 17, 2014 to 5.00 p.m. on September 18, 2014. The winning teams in the three categories will each receive US$1,000. They will then present their apps at the *KL Converge!* Gala Dinner on September 19, 2014 for a chance to win a grand prize of an additional US$10,000. Scholarships will be provided by AT&T and Udacity for nanodegrees available in the Massive Open Online Course format.

Those interested in participating can register online at: http://soc.att.com/MYDD2014

Follow the conversation on Twitter with #ATThack.

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**Participation includes developers from ASEAN countries - Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, as well as ASEAN's dialogue partners – mainland China, India, Japan and Republic of Korea.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and one of the most honored companies in the world. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network in the United States, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse® brand. The company's suite of IP-based business communications services is one of the most advanced in the world. Reliability claim based on third party data regarding United States nationwide carriers' 4G LTE.

Around the world, AT&T has facilities in more than 50 countries and serves multinational companies on six continents. It provides IP-based communication services available to customers in over 180 countries, which represent more than 99 percent of the world's economy.

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About MCMC

The Malaysian Communications and Multimedia Commission (MCMC) is a statutory body established under the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) which implements and promotes the Government's national policy objectives for the communications and multimedia sector. MCMC regulates and promotes the development of the communications and multimedia industry which includes telecommunications, broadcasting, and online activities, postal services and digital certification. The Communication and Multimedia Act provides that MCMC undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission. For more news and information, visit www.mcmc.gov.my.