



**Contacts:**

Marcia Barnett  
RaySat Broadcasting, Inc.  
214-673-4781  
[Marcia.barnett@cruiseCast.com](mailto:Marcia.barnett@cruiseCast.com)

Jim Llewellyn  
Comunicano, Inc.  
323-810-7685  
[jiml@comunicano.com](mailto:jiml@comunicano.com)

Karen Doler  
Music Choice  
215-784.5842  
[kdoler@musicchoice.com](mailto:kdoler@musicchoice.com)

**FOR IMMEDIATE RELEASE**

**Music Choice Brings Its Popular Music Channels to New In-Car Entertainment Service through Agreement With AT&T CruiseCast (SM)**

**Twenty Diverse Music Choice Music Channels Now Featured on AT&T CruiseCast Channel Line-Up**

**DALLAS and NEW YORK, July 29, 2009** – Music Choice®, the award-winning, multi-platform video and music network, has signed a carriage agreement with RaySat Broadcasting Corporation (RBC) to offer twenty (20) of its music channels featuring robust playlists with no interruptions for **AT&T CruiseCast(SM)** service, the innovative in-car satellite entertainment technology. This deal extends the reach of select Music Choice music channels beyond the millions of homes nationwide with access to the free music service.

Under the terms of the agreement, the **AT&T CruiseCast** service now offers a diverse selection of commercial-free music channels programmed by Music Choice, including -

Hit List	Solid Gold Oldies	Alternative	Today's Country
Pop Hits	70's	Rap (TV-MA)	Classic Country
Classic Rock	80's	Hip Hop and R&B	Blues
Soft Rock	90's	R&B Soul	Smooth Jazz
Throwback Jamz	Rock	Pop Latino	Classical Masterpieces

“Bringing a robust channel line up to **AT&T CruiseCast** service customers is our goal and we are very pleased to feature these music channels from Music Choice,” said Steve Symonds, co-founder and executive vice president of RBC. “With their broad selection, Music Choice compliments our live TV content targeting kids, families and mobile professionals.”

“The Music Choice music channels are currently enjoyed by 32 million people in their homes every month\*, and now, through this agreement with **AT&T CruiseCast** service, we are able to offer music fans the opportunity to listen to our music channels in their vehicles,” says Rick Bergan, SVP of Distribution for Music Choice. “We are always looking for opportunities to drive usage and expand accessibility of our music programming, and RBC presented the perfect vehicle for this growth through the **new AT&T CruiseCast** service.”

Boasting 22 satellite TV networks and 20 Music Choice music channels, **AT&T CruiseCast** service delivers real-time programming to automobiles via the rear-seat entertainment technology. The service surpasses typical DVD displays by providing a broad selection of live satellite TV that includes a variety of family, documentary, music, comedy, news, sports and children's programming.

The **AT&T CruiseCast** service utilizes breakthrough technology that helps to overcome line-of-sight obstacles such as overpasses, buildings, trees or tunnels to deliver television programming to cars, non-commercial trucks and SUVs.

The **AT&T CruiseCast** service is consumer-friendly and does not include cumbersome equipment. The service is transmitted through a small pod-like antenna that affixes to the vehicle roof. The antenna is paired with a receiver, which is installed in the vehicle, providing all video and audio connections to the vehicle, including the rear-seat entertainment system, audio system, etc.

For more information, visit [www.cruisecast.com/musicchoice](http://www.cruisecast.com/musicchoice)

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*\*Results from Independent Music Channel User Study of P13+ conducted by OTX Research in late Fall 2008.*

### **About Music Choice®**

Music Choice, the award-winning, multi-platform video and music network, delivers its music programming to millions of consumers nationwide through their televisions, online, and cell phones. Music Choice programs dozens of uninterrupted music channels; produces Music Choice Originals that feature today's hottest established & emerging artists; and offers thousands of music videos. Music Choice is a partnership among subsidiaries of Microsoft Corporation, Motorola, Inc., Sony Corporation of America, EMI Music and several leading U.S. cable providers: Comcast Cable Communications, Cox Communications and Time Warner Cable. MUSIC CHOICE® is a registered trademark of Music Choice. Visit the Music Choice website at <http://www.musicchoice.com>.

### **About RaySat Broadcasting Corporation**

RaySat Broadcasting Corporation (RBC) is a privately held U.S. company that was created to introduce in-car entertainment to the U.S. market under the licensed name "AT&T CruiseCast." Headquartered in Dallas, Texas, RBC capitalizes on pioneering technology that has enabled the creation of a small compact antenna for use on cars, trucks and SUVs that provides coverage on-the-go thanks to an advancement that helps overcome line-of-sight obstacles such as overpasses, buildings, trees or tunnels. The AT&T CruiseCast service is available in the 48 contiguous states and will offer 42 channels of entertainment programming. RBC will distribute the AT&T CruiseCast service via a network of automotive dealers, consumer electronics retailers and other businesses that specialize in automotive accessories. For dealer/retail locations and additional information on RBC and AT&T CruiseCast, please visit [www.cruisecast.com](http://www.cruisecast.com).

### **About AT&T**

AT&T Inc. (NYSE: T) is a premier communications holding company. Its subsidiaries and affiliates - AT&T operating companies - are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. AT&T offers the best wireless coverage worldwide,

offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse(SM) and AT&T | DIRECTV(SM) brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T's Yellow Pages and YELLOWPAGES.COM organizations are known for their leadership in directory publishing and advertising sales. In 2009, AT&T again ranked No. 1 in the telecommunications industry on *FORTUNE*(R) magazine's list of the World's Most Admired Companies. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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