

Go gold. Save <sup>up to</sup> 30%.

Experience the  
Olympic Games on  
your wireless phone.

Exclusively with AT&T Wireless.

**GOLD VALUE  
PACKAGE**

**\$59.99**

per month package

Get GSM™ America, plus:

100 Bonus Anytime Minutes

2 MB mMode

200 Text Messages

20 Picture Messages

Get everything AT&T Wireless and the U.S. Olympic Team have to offer with one simple plan: The Gold Value Package. You'll have access to all the great features available on your phone—and save up to 30%.

Sign-up today! See an AT&T Wireless Sales Representative for this golden deal or other offers.

1 800 SWITCH ME  
[attwireless.com/usolympics](http://attwireless.com/usolympics)

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V1/0604



Proud Partner—2004 U.S. Olympic Team





## Connect to the U.S. Olympic Team and you could win \$25,000 in gold.













Are you ready to experience their excitement, challenges and victories at the 2004 Olympic Games? To **cheer on the U.S. Olympic Team** as they fight for the gold? With AT&T Wireless, you're ready to do all that and more—right on your phone.

You'll have the exclusive ability to stay on top of every event, medal, athlete's performance and more, when you're on the go. Plus, access **features available for the first time ever**, like customized event alerts and sending Fan Text™ to athletes. Best of all, using many of these features gets you closer and closer to **winning \$25,000 in gold** or other prizes with the Reach for the Gold™ Sweepstakes.

Enter the sweepstakes right away to start connecting to the U.S. Olympic Team before the games begin—and racking up even more entries for the grand prize! Read on to find out how to enter, and **save this book as your guide** to all the action on your phone as the games unfold. Start your experience today—and don't miss a moment of history in the making.

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# Event Schedule

Find out what's happening and when, with the official event schedule. Every sport. Every day. Check out NBCOlympics.com on mMode (see page 13) for all scheduling details.

SPORTS	August	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Opening/Closing Ceremonies		●																●
Archery				●	●	●	●	●	●	●								
Athletics						●		●	●	●	●	●	●	●	●	●	●	●
Baseball				●	●	●	●		●	●	●		●	●				
Badminton			●	●	●	●	●	●	●									
Basketball			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Beach Volleyball			●	●	●	●	●	●	●	●	●	●	●					
Boxing			●	●	●	●	●	●	●	●	●	●	●	●		●	●	●
Canoe/Kayak Flatwater Racing											●	●	●	●	●	●		
Cycling Mountain Bike																●	●	
Cycling Road			●	●			●											
Canoe/Kayak Slalom Racing					●	●	●	●										
Cycling Track								●	●	●	●	●	●	●				
Diving			●		●			●	●	●	●	●	●	●	●	●	●	●
Equestrian				●	●	●	●		●	●	●	●	●	●		●		
Football			●	●		●	●		●	●		●	●		●	●	●	
Fencing			●	●	●	●	●	●	●	●								
Gymnastics Artistic			●	●	●	●	●			●	●							
Gymnastics Rhythmic															●	●	●	●
SPORTS	August	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29

mMode gives you event dates, broadcast times on NBC television, and more. Make sure to tune in to the networks of NBC for start-to-finish coverage of the Olympics.

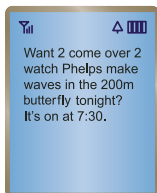


SPORTS	August	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
Gymnastics Trampoline									●	●								
Handball			●	●	●	●	●	●	●	●	●	●	●		●	●	●	●
Hockey			●	●	●	●	●	●	●	●	●	●	●	●	●			
Judo			●	●	●	●	●	●	●									
Modern Pentathlon															●	●		
Rowing			●	●	●	●	●	●		●	●							
Sailing			●	●	●	●	●	●	●	●	●	●	●	●	●		●	
Shooting			●	●	●	●	●	●	●	●	●							
Softball			●	●	●	●	●	●	●		●	●						
Swimming			●	●	●	●	●	●	●	●								
Synchronized Swimming												●	●	●	●	●		
Tennis				●	●	●	●	●	●	●	●							
Taekwondo															●	●	●	●
Triathlon														●	●			
Table Tennis			●	●	●	●	●	●	●	●	●	●						
Volleyball			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Weightlifting			●	●	●		●	●	●	●		●	●	●				
Water Polo				●	●	●	●	●	●	●	●	●	●	●	●	●		●
Wrestling											●	●	●	●	●	●	●	●
SPORTS	August	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29

Schedule subject to change.

Reach for the Gold<sup>SM</sup> Sweepstakes

# Enter to win the gold—\$25,000 worth.



**Every text and picture message you send is another entry to win!**

Use your phone to follow the gold—and win some of your own—with the Reach for the Gold<sup>SM</sup> Sweepstakes. The more you get involved in the games, the more entries you'll have to win one of these great prizes:



**Grand Prize** One lucky winner will get \$25,000<sup>†</sup> in gold.

**First Prize** Three lucky winners will get \$10,000<sup>†</sup> in gold.

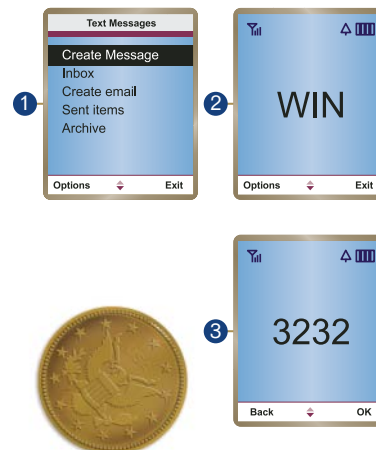
**Second Prize** Over 100,000 winners will get a free ring tone.

**Start messaging now for your chance at the gold and other prizes.**

Once you've entered the Reach for the Gold<sup>SM</sup> Sweepstakes, **every text and picture message you send is another entry to win.** So tap out a quick note or snap a candid moment—the more you message, the closer you get!

Plus, you'll get bonus entries for using many of the other fun features to support the U.S. Olympic Team, like playing trivia, getting text alerts from NBCOlympics.com or sending Fan Text<sup>TM</sup> to the athletes. You'll see the number of bonus entries you can get on the bottom right of each page.\* Sign up now to gather as many as you can!

Find out more at [attwireless.com/usolympics](http://attwireless.com/usolympics).



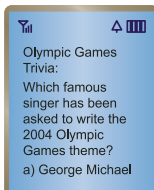
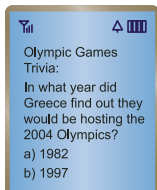
**Enter before the games begin, and watch your entries start piling up!**

- 1 Select **Menu** and start a new message from the text messaging option on your phone.
- 2 Type in the word **"WIN,"** then select **Options**, and then **Send**.
- 3 Enter the 4-digit number **3232**, then select **OK**.<sup>\*\*</sup>

The sweepstakes ends September 30, 2004, so enter now to get a head start—and make your messaging a lot more rewarding!

<sup>†</sup>Winner may elect to be awarded the same amount in cash. <sup>\*\*</sup>You can also enter by mail. See page 26 for full details. Ring tone winners will be notified by a text message from AT&T Wireless. <sup>\*\*</sup>Standard Text and Picture Messaging rates apply to each sent message. There is no charge for receiving text messages. Screens are for demonstration purposes only.

# Where do you rank? Test your knowledge.



Do you know which year Athens won the race to host the 2004 Olympic Games, or which famous singer was asked to write the Olympic Games theme? Quiz yourself and prove you're an expert on the games with Olympic Games Trivia provided by NBCOlympics.com.

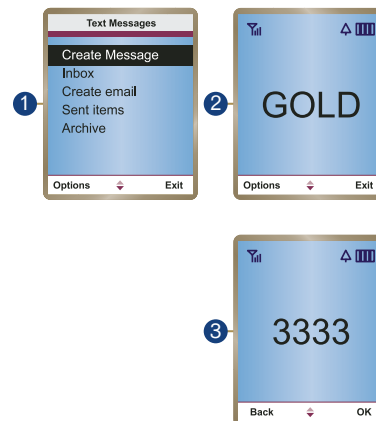
Before this year's Olympic Games begin, you can test your skill with trivia from past Olympic Games. Then, see how much you know about the events as they happen once the games are in full swing.

## Get bonus entries for signing up— and even more for playing!

Once you've entered the Reach for the Gold<sup>SM</sup> Sweepstakes, you'll get **50 bonus entries** just for signing up to play Olympic Games Trivia. After that, every trivia question you answer is another entry to win!

Each week, we'll send you up to 15 new questions, on everything from who snagged the silver in cycling to where the first Olympic Games were held. So watch as many events as possible—the more you watch, the better you'll score!

For more information visit  
[attwireless.com/usolympics](http://attwireless.com/usolympics).



## Try Olympic Games Trivia now and see how you score:

- 1 Select **Menu** and start a new message from the text messaging option on your phone.
- 2 Type in the word **GOLD**, then select **Options** and **Send**.
- 3 Enter the 4-digit number **3333**, then select **OK**.\*

Olympic Games Trivia players with the highest scores will be posted on [attwireless.com/usolympics](http://attwireless.com/usolympics).

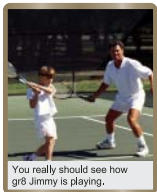
To stop receiving Olympic Games Trivia, simply reply to any trivia question with the word **End**.

\*Standard Text Messaging rates apply to each sent message. There is no charge for receiving text messages. Profanity and obscene language are not allowed in the Olympic Games Trivia Hi-Score List of Names. Screens are for demonstration purposes only.



## Picture Messaging

# Capture your own winning moments.



You really should see how gr8 Jimmy is playing.



Mike on race day!

Picture Messaging is an easy way to share moments instantly—and get closer to the sweepstakes prizes.

### Get bonus entries for every picture message you send!

Enter the Reach for the Gold<sup>SM</sup> Sweepstakes and you'll get **5 bonus entries** for every picture message you send to an email address or to an AT&T Wireless customer's mobile number.

Plus, we've teamed up with Samsung to create the Olympic Spirit Photo Gallery, a special way for you to share your inspirational photos with others online. From a soccer game in the park to a winning smile in support of your team, share your spirit!

### Here's how to get your pictures into the Olympic Spirit Photo Gallery:

- 1 Take a shot with your camera phone.
- 2 Send it as a picture message to **usa@spiritpix.com**.
- 3 Visit **attwireless.com/usolympics** to view your photos along with those from other great U.S. Olympic Team supporters.

For more information visit **attwireless.com/usolympics**.



Michael Phelps of the U.S. Olympic Team—Swimming takes a picture break.



Look at my little champ!



Here's Nana and Pops at the beach.

### Here's how to capture and send the winning events in your life:

- 1 Select the Camera option on your phone and take the picture.
- 2 Press **Send**, then choose the multimedia (**MMS**) option.
- 3 Create a message to go with the picture (optional).
- 4 Enter the recipient's phone number or email address.
- 5 Select **Send**.\*

Instructions will vary from phone to phone. To learn more about Picture Messaging and how to do it on your phone, visit **attwireless.com/mms**.

\*Standard Picture Messaging rates apply. All pictures will be reviewed, then posted to the website at the sponsors' sole discretion.

sweepstakes participants **get 5 bonus entries**  
for every picture message you send



## Olympic Games on mMode

Your wireless connection  
to the Olympic Games,  
mMode-style.



**Tune in to the action on  
mMode—you can start now.**



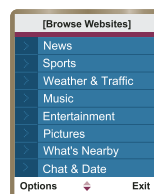
Access the Olympic Games  
on mMode from this home screen.

mMode puts the things that are  
important to you at your fingertips,  
bringing together email, websites,  
games and more—wirelessly.

Now, mMode has partnered with  
NBC Sports to bring you the **Olympic  
Games on mMode**. It's your mobile  
resource for the most in-depth,  
**customized coverage** of what's  
happening in Athens—as it happens.  
**Get exclusive video clips,  
news, alerts, games** and more at the  
touch of a button, whenever you want it.

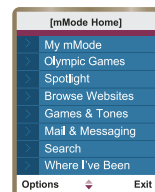
Inside, you'll discover everything you  
can do with the Olympic Games on  
mMode. **So start your experience  
right now**, and keep it going once the  
games begin on August 13.

For more information, visit  
**attwireless.com/usolympics**.



**Here's how to access the  
Olympic Games on mMode right now:**

- 1 Access mMode on your phone.
- 2 Select **Browse Websites**.
- 3 Select **Sports**.
- 4 Select **Olympic Games**.
- 5 Choose a feature link to browse.

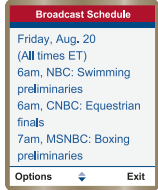


**Here's a shortcut to the Olympic  
Games on mMode once they begin:**

- 1 Access mMode on your phone.
- 2 Select **Olympic Games**.
- 3 Choose from an even broader range  
of feature links to browse.

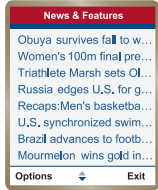


Access the Olympic Games on mMode from this home screen.



## Event Schedules

The Olympic Games on mMode lets you carry the event and NBC broadcast schedules with you at all times. (It's a portable version of the schedule on pages 4 and 5!) Want to make sure you're home in time for diving? Check the schedule right from your phone!



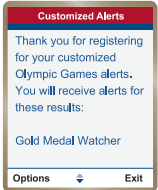
## News & Features

Get an at-a-glance look at the top stories of the Olympic Games straight from NBCOlympics.com. Check out the headlines in the weeks leading up to the games, then get even more in-depth news once they begin. Plus, get observations and previews from expert NBCOlympics.com analysts.



## Olympic Games Medal Count

See how the countries stack up with a snapshot of their daily medal standing. Browse Olympic Games Medal Count from NBCOlympics.com for a quick view of who's on top—and who needs to catch up. Want to know how the U.S. ranks? Track it here.



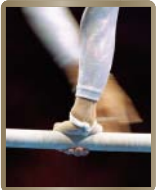
## Olympic Games Customized Alerts

Get the info you care about sent to your phone regularly with customized alerts from NBCOlympics.com. You can receive news updates for your favorite events—so whether you have to know what happens in gymnastics or need to be notified when the U.S. wins a medal, you'll stay informed.



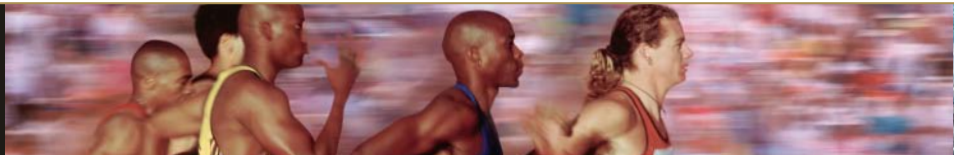
## Michael Phelps Connection

Michael Phelps is one of the top athletes on the U.S. Olympic Team—Swimming. Now, get inside this record-breaker's mind with diary entries, exciting images and biographical information.



## Ring Tones and Graphics

Browse an extensive collection of ring tones and graphics for your phone with mMode, including national anthems and country flags. Search by genre, title, artist or theme. Feeling victorious? Announce your calls with “We Are the Champions!”



## NBCOlympics.com

Get real-time info from NBCOlympics.com—without logging on to your PC. We've teamed up with NBC to bring you Web content-like event and broadcast schedules, news, results and medal counts.



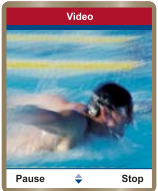
## U.S. Olympic Team

AT&T Wireless has partnered with the United States Olympic Committee to introduce you to the U.S. Olympic Team. Get to know the athletes before the games begin with access to athlete bios, team rosters, Olympic Trials info and more.



## Olympic Games Results

Want to know who won yesterday's gold medal in gymnastics? Find out with Olympic Games results from NBCOlympics.com. It's your convenient reference for event results from any day of the games. Just search for what you want and retrieve the answer quickly and easily.



## NBC Video Clips

Miss out on the exciting moment that everyone's talking about? Re-live it on select phones with Olympic Games Video Clips from NBCOlympics.com (available on certain compatible devices). You can watch video clips of the biggest Olympic Games stories when you want.



## Get mMode

If you don't already have an mMode plan, get even more value when you sign up. Plans start at \$2.99 per month—and your first month service fee is free! To sign up, talk to an AT&T Wireless Sales Representative or call **1 800 SWITCH ME**.

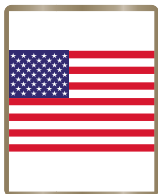
You can access all this content on any mMode-capable phone.

Requires compatible device. Additional usage and per-download charges apply. See attwireless.com/mmode for details. Screens are for demonstration purposes only.



## Ring Tones and Graphics

# Show your pride on your phone.



Are you a proud supporter of the U.S. Olympic Team? Let everyone know with our special collection of ring tones and graphics. You can get all the sounds and sights of the games, from the Olympic Fanfare to the American flag.

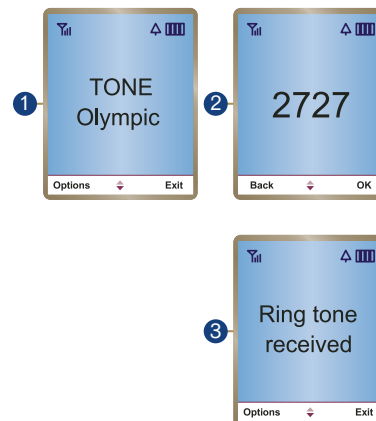
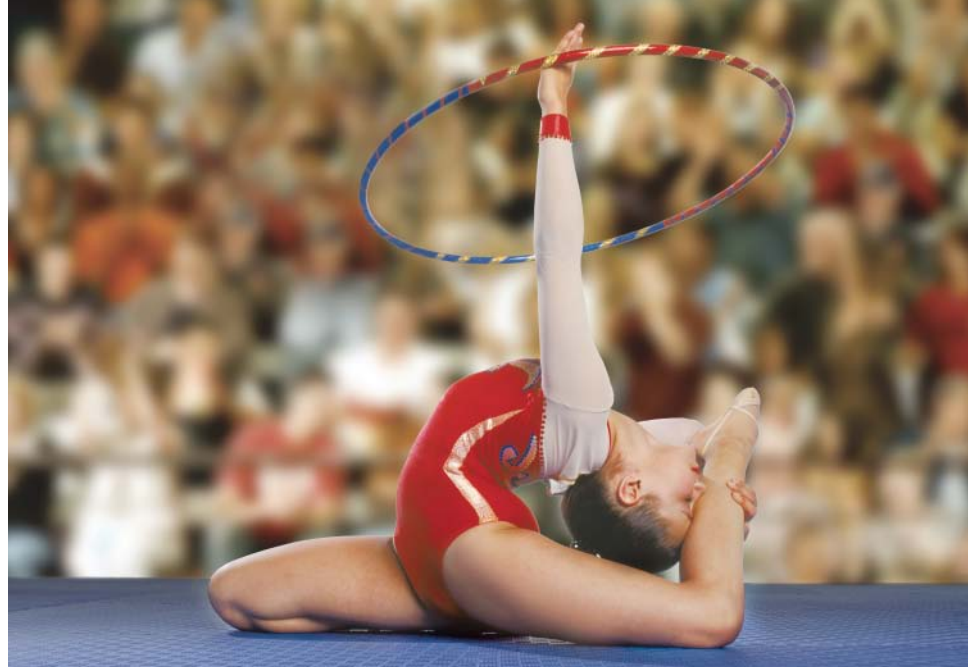
Download as many as you want—they start at just 99¢ each.\* Get the “Stars and Stripes” ring tone if you’re feeling patriotic, or display the flag of your homeland to show your support. Plus, earn **15 bonus entries** into the Reach for the Gold™ Sweepstakes for every ring tone or graphic you download!

**Here's just a sample of our Olympic Games-related ring tone and graphic collection:**

Ring Tone	Keyword
Bugler's Dream (Olympic Fanfare)	<b>Olympic</b>
The Star Spangled Banner	<b>StarSpang</b>
Canadian National Anthem	<b>OCanada</b>
German National Anthem	<b>Germany</b>

Graphic	Keyword
U.S. Olympic Rings	<b>ORings</b>
United States Flag	<b>USFlag1</b>
Olympic Flame	<b>Flame</b>
Parthenon	<b>Parth2</b>

To browse and download even more selections of ring tones and graphics, check out Olympic Games on mMode or visit [attwireless.com/usolympics](http://attwireless.com/usolympics).



**It's easy to put a spirited ring tone or graphic on your phone:**

- 1 Start a text message and enter the word **TONE** or **GRAPHIC**, then a space, then the keyword for the one you want (for example, **TONE Olympic**).
- 2 Enter the 4-digit number **2727**, then select **OK**.\*\*
- 3 Your phone will alert you when your ring tone or graphic is received. Select **Options** and then **Save**.

It's that simple. So start downloading today, and be ready to display your pride when the games begin!

\*Ring tones and graphics start at 99¢. Your phone must be compatible for ring tones to work. Screens are for demonstration purposes only.  
\*\*Standard Text Messaging rates apply to each sent message. There is no charge for receiving text messages.

# Stay in the know every day of the games.



Want to know if your favorite athlete won the gold? Get recaps, stats, news and more with Olympic Games Text Alerts provided by NBCOlympics.com. Once the games begin, we'll send up to 3 alerts to your phone every day of the events, all for just \$1.99 so you'll be kept up-to-date.

You'll get a review of what happened in Athens while the U.S. was sleeping, like which countries won which medals and the most exciting highlights from specific events.

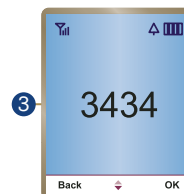
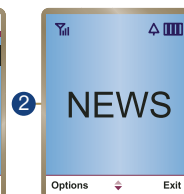
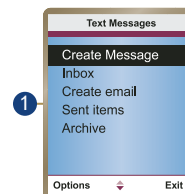
With Olympic Games Text Alerts, you don't miss anything and still know when to watch the games when they air—you'll get the top headlines delivered right to your phone!

## Sign up today—and get even more sweepstakes bonus entries.

Register early, so you'll automatically start receiving alerts as soon as the games begin on August 13, and you won't miss a minute of the action.

Plus, once you've entered the Reach for the Gold<sup>SM</sup> sweepstakes, when you sign up for Olympic Games Text Alerts, you'll earn **10 bonus entries!**

For more information visit [attwireless.com/usolympics](http://attwireless.com/usolympics).



## Stay informed with Olympic Games Text Alerts. It's easy to sign up:

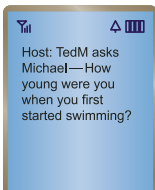
- 1 Select **Menu** and start a new message from the text messaging option on your phone.
- 2 Type in the word **NEWS**, then select **Options** and **Send**.
- 3 Enter the 4-digit number **3434**, then select **OK**.\*

Register for alerts now, so you'll automatically start receiving them as soon as the games begin on August 13!

\*Standard Text Messaging rates apply to each sent message. There is no charge for receiving text messages. Screens are for demonstration purposes only. You will be charged the entire \$1.99 even if you discontinue receiving Olympic Games Text Alerts.

## TXT Chat

# Chat with the athletes— and fellow fans everywhere.



Addicted to mountain biking? Crazy about diving? TXT Chat lets you form discussion groups based on common interests—so share your thoughts with fans just like you!

Curious about Michael Phelps' reaction after his last competition? Why not ask him firsthand? Our exclusive athlete TXT Chat sessions let you send questions to the athletes themselves, and get live answers right on your phone!

Join TXT Chat today and we'll notify you of our live TXT Chat sessions with Michael Phelps and Carly Patterson.

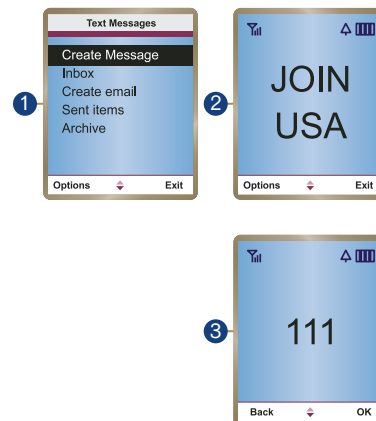
### Earn bonus entries when you sign up.

Once you've entered the Reach for the Gold<sup>SM</sup> Sweepstakes, you'll earn **10 bonus entries** just for signing up for TXT Chat.

For more information visit [attwireless.com/usolympics](http://attwireless.com/usolympics).



Michael Phelps of the U.S. Olympic Team—Swimming flying towards the finish.



### It's easy to get in on the conversation with TXT Chat:

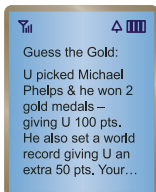
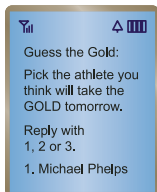
- 1 Select **Menu** and start a new message from the text messaging option on your phone.
- 2 Type in the word **JOIN**, then a space, then **USA**, and select **Options** and **Send**.
- 3 Enter the 3-digit number **111**, then select **OK**.\*
- 4 Then create your chat name and chat away!

\*Standard Text Messaging rates apply to each sent message. There is no guarantee TXT Chat will be reviewed by the intended recipient. Incoming Chat messages cost \$0.02 each. Messages may be deleted if they include profanity, obscene language and other objectionable language. Screens are for demonstration purposes only.

sweepstakes participants **get 10 bonus entries**  
when you sign up for TXT Chat



# Predict who will win— and tell the athletes how you feel.



Think you know who will win an event? With our Guess the Gold<sup>SM</sup> game, we'll send a list of the top three athletes competing each day to your phone. To play, pick the one you think will do the best. You'll get points based on how well your athlete performs.

Challenge your friends, because players with the highest scores will get their names listed on the AT&T Wireless website at [attwireless.com/usolympics](http://attwireless.com/usolympics).

## It's easy to play Guess the Gold<sup>SM</sup>.

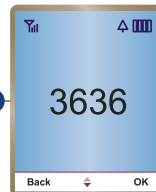
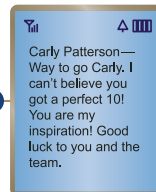
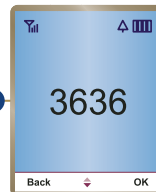
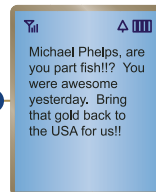
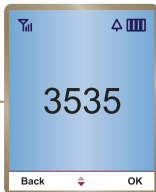
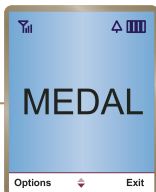
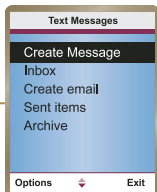
- 1 Select **Menu** and start a new message from the text messaging option on your phone.
- 2 Type in the word **MEDAL**, then select **Options** and **Send**.
- 3 Enter the 4-digit number **3535**, then select **OK**.\*

Once you've entered the Reach for the Gold<sup>SM</sup> Sweepstakes, you'll earn **10 bonus entries** just for signing up to play Guess the Gold<sup>SM</sup>. So sign up now and be ready to compete when the games begin on August 13!

For more information visit [attwireless.com/usolympics](http://attwireless.com/usolympics).



Carly Patterson going for the gold.



## Fan Text<sup>TM</sup>

### Share your thoughts with your favorite athletes.

Send messages to U.S. Olympic Team members—directly from your phone. Cheer on Michael Phelps. Congratulate Carly Patterson. Get your message out with Fan Text<sup>TM</sup>!

### It's simple to send Fan Text<sup>TM</sup> to your favorite athletes:

- 1 Enter your text message, starting with the first and last name of the athlete (try Carly Patterson, Michael Phelps or others) followed by your message.
- 2 Send Fan Text<sup>TM</sup> messages for all athletes to one simple 4-digit number **3636**.\*

For more information visit [attwireless.com/usolympics](http://attwireless.com/usolympics).

\*Standard Text Messaging rates apply. Profanity and obscene language are not allowed in the Guess the Gold<sup>SM</sup> Hi-Score List of Names. There is no charge for receiving text messages. There is no guarantee that all Fan Text<sup>TM</sup> will be reviewed by the intended recipient. Messages may be deleted if they include profanity, obscene language and other objectionable language. Screens are for demonstration purposes only.



## REACH FOR THE GOLD™ OFFICIAL SWEEPSTAKES RULES

### NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

**Eligibility.** Open to legal residents of the 50 United States and the District of Columbia, 18 or older. Not open to employees or immediate family members of employees of sponsor, its authorized dealers or retailers, its resellers, or their respective affiliates or advertising/promotion agencies. Not open to employees or immediate family members of employees of Proteus, Inc., The Garr Group, LLC or the U.S. Olympic Committee, or any of their respective parents, subsidiaries, affiliates or advertising/promotion agencies.

**No Purchase Necessary.** To enter, between on or about June 15, 2004 and October 5, 2004 (the “Sweepstakes Period”), do one of the following: (1) on your AT&T Wireless 2-way Text Messaging capable phone, send a text message to the short code provided to you to enter the sweepstakes; (2) if you have an AT&T Wireless 2-way Text Messaging capable phone, visit [atfwireless.com/usolympics](http://atfwireless.com/usolympics), click on the sweepstakes link, enter your wireless number, and reply “yes” to the text message sent by sponsor on whether you want to be entered into the sweepstakes; or (3) send a 3x5 card with your name, address, phone number and date of birth to Reach for the Gold, The Garr Group, LLC, P.O. Box 1437, Voorhees, NJ 08043. (Each of the foregoing methods of entry are hereafter referred to as “Initial Entry”.) Once you have entered by sending a text message in the manner described above, you will subsequently be entered again each time you send any text message or any multimedia message to any party with a valid delivery address during the Sweepstakes Period. Each text message or multimedia message entry sent in the manner described above during the Sweepstakes Period will equal one (1) entry. Each 3x5 card sent in the manner described above will equal one (1) entry. Once you have entered by submitting an Initial Entry, you may receive bonus entries by taking the following actions during the Sweepstakes Period (specific instructions to be provided to participants throughout the Sweepstakes Period, or by visiting [atfwireless.com/usolympics](http://atfwireless.com/usolympics)): **Bonus Actions: Opt-in for Trivia and completion of one round of trivia questions:** 50 bonus entries, limit 1 during Sweepstakes Period; **Refer a friend to Trivia**, 50 bonus entries per referral, limit 5 per day; **Download a ring tone or graphic**, 15 bonus entries per download, limit 3 per day; **Complete one round of Trivia questions**, 10 bonus entries, limit 22 during Sweepstakes Period; **Sign up for Olympic Text Alerts**, 10 bonus entries, limit 1 during Sweepstakes Period; **Sign up for Guess the Gold™ Game**, 10 bonus entries, limit 1 during Sweepstakes Period; **Sign up for TXT Chat**, 10 bonus entries, limit 1 during Sweepstakes Period; **Send any multimedia message**, 5 bonus entries, limit 10 per day; **Send a Fan Text™ message**, 5 bonus entries, limit 10 per day; **Send a message to NBC poll question**, 5 bonus entries, limit 10 per day.

To receive bonus entries, you must first submit an Initial Entry. Failure to submit an Initial Entry prior to attempting to obtain bonus entries for Opt-in for Trivia, Sign up for Guess the Gold™ or Sign up for Olympic Text Alerts will preclude you from obtaining bonus entries for such Bonus Actions in the future if you later submit an Initial Entry. To receive bonus entries by alternative means, once you have entered by submitting an Initial Entry, send a 3x5 card to the above address with your name, address, phone number and date of birth, and indicate a **maximum** of one (1) of the foregoing Bonus Actions per card. (For example, once you have submitted an Initial Entry, if you send a 3x5 card with your name, address, phone number and date of birth with the words, “Opt-in for Trivia”, you will receive 50 bonus entries for that card.) Any card sent by an entrant with more than one Bonus Action indicated on that card will be disqualified. If an entrant sends more than the number of bonus entry cards set forth above for any Bonus Action within the time limitations stated above, the additional cards will be disqualified.

Entries made by sending multimedia messages must be sent through the MMS or Multimedia option of your phone in order to be eligible. Such multimedia messages must comply with the AT&T Wireless Acceptable Use Policy found at [atfwireless.com/acceptableuse](http://atfwireless.com/acceptableuse). Text message, multimedia message or bonus entries sent by resellers on behalf of customers of sponsor will not be eligible. All entries, regardless of method of entry, must be received by 9:59:59 p.m. (PT) on October 5, 2004. Sponsor is not responsible for lost, misdirected, late, postage due, incomplete, illegible or

unintelligible entries or for inaccurate entry information, whether caused by participant or by any of the equipment or programming associated with or utilized in this sweepstakes, or by any technical or human errors that may occur in the processing of entries. Mechanically reproduced or automated entries are not permitted and will be deemed void. Entrants entering by sending a text message or multimedia message in the manner described above, or by taking one or more of the above bonus actions, will be charged according to their rate plan for each text message or multimedia message sent, or for each bonus action taken. Each entry must be completed and submitted/mailed separately.

**Prizes.** The following prizes will be awarded:

**One (1) Grand Prize**, consisting of either \$25,000 in gold coins or \$25,000 in cash (winner’s option). Grand Prize winner is responsible for paying all costs and expenses related to the Grand Prize that are not specifically mentioned herein, including but not limited to income taxes.

**Three (3) First Prizes**, each consisting of either \$10,000 in gold coins or \$10,000 in cash (each winner’s option). Each First Prize winner is responsible for paying all costs and expenses related to the First Prize that are not specifically mentioned herein, including but not limited to income taxes.

**One hundred five thousand (105,000) Second Prizes**, each consisting of two credits for AT&T Wireless Olympic Ring Tones. (If a winner owns an AT&T Wireless monophonic ring tone compatible handset, each monophonic ring tone is worth one credit. If a winner owns an AT&T Wireless polyphonic ring tone compatible handset, each polyphonic ring tone is worth two credits.) The approximate retail value of each Second Prize is \$1.99. Any Second Prize winner who is not an AT&T Wireless customer at the time the prize is awarded (excluding former AT&T Wireless customers who entered by sending a text message or multimedia message or who took a bonus action), or who is an AT&T Wireless customer but does not own a handset capable of downloading ring tones, will be awarded a check in the amount of \$1.99. Each Second Prize winner is responsible for paying all costs and expenses related to the Second Prize that are not specifically mentioned herein, including but not limited to income taxes.

**Prize Drawings.** Prizes will be awarded in random drawings on or about the dates listed below at the offices of Proteus, Inc., an independent judging organization, as follows:

**Grand Prize:** The Grand Prize will be awarded from among all eligible entries received for that drawing to be held at approximately 3:00 p.m. (PT) on October 8, 2004. Entries must be received by 9:59:59 p.m. (PT) on September 30, 2004.

**First Prizes (total of 3):** One (1) First Prize will be awarded from among all eligible entries received for that drawing to be held at approximately 2:00 p.m. (PT) on July 2, July 30 and August 27, 2004. To be eligible for the drawing on July 2, 2004, entries must be received by 9:59:59 p.m. (PT) on June 29, 2004. To be eligible for the drawing on July 30, 2004, entries must be received by 9:59:59 p.m. (PT) on July 27, 2004. To be eligible for the drawing on August 27, 2004, entries must be received by 9:59:59 p.m. (PT) on August 24, 2004.

**Second Prizes (total of 105,000):** Seven thousand (7,000) Second Prizes will be awarded from among all eligible entries received for that drawing to be held at approximately 2:00 p.m. (PT) on each Friday beginning July 2, 2004 and ending October 8, 2004. Entries must be received by 9:59:59 p.m. (PT) on a Tuesday during the Sweepstakes Period beginning June 28, 2004 and ending October 5, 2004 to be eligible for the drawing occurring that week.

Winners need not be present to win. Winners who entered by sending a text message or multimedia message or who took a bonus action in the manner described above must be an active customer of sponsor on the day of the drawing and when the prize is awarded. Winners of the Grand Prize and First Prizes will be notified by telephone and/or mail within ten (10) business days of drawings and will be required to sign an Affidavit of Eligibility and Liability/Publicity Release (the “Affidavit”). If the Grand Prize or any First Prize is not claimed within ten (10) business days of notification,

or if any winner does not meet eligibility criteria, an alternate winner will be selected. In the event the winner of the Grand Prize or any winner of a First Prize elects to be awarded the gold, the value of the gold to be awarded will be determined as of the day sponsor receives the completed, signed and notarized Affidavit from such winner. Second Prizes will be sent to winners by text message or mail within fifteen (15) business days of drawings. If any Second Prize is returned as undeliverable, an alternate winner will be selected. Any winner of a First or Second Prize is not eligible for future drawings of a prize already won by such winner in this sweepstakes. Entries not drawn at any drawing for a First or Second Prize will not be eligible for future drawings of a First or Second Prize, if any, but will remain eligible for the Grand Prize drawing. All winners of a First or Second Prize will be eligible for the Grand Prize drawing. Prize won by a minor in any state where the age of majority is not 18 will be awarded to such minor’s parent or legal guardian who must sign and return all required documentation.

**Odds of Winning.** Odds of winning depend on the number of eligible entries received for each drawing. **Additional Terms.** Sponsor reserves the right, in its sole discretion, to modify, terminate, or suspend this sweepstakes should viruses, bugs, unauthorized human intervention or other causes beyond sponsor’s control corrupt or impair the administration, security or fairness of the sweepstakes. Sponsor is not responsible for any human error that may occur in the processing of the entries, nor is it responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, whether caused by the sender or any of the equipment or programming associated with or utilized in this sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the sweepstakes; to be acting in violation of these rules; or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or similar entry methods will void all such entries submitted by such methods. The user identified in sponsor’s billing system for any given wireless telephone number used to enter by sending a text message or multimedia message will be deemed to be the participant and must comply with these rules. (If a person submits an entry by sending a text message or multimedia message and is not the user of the device as indicated on the account in sponsor’s records, such person will not be deemed the entrant.) Only the number of prizes stated herein will be awarded. In the event any technical errors occur in the selection of winners and more prizes are claimed than the number of prizes being awarded as provided herein (in any prize category), sponsor reserves the right to award the prizes by random drawing from among all eligible claimants (in that prize category).

**Miscellaneous.** By participating, participants agree to be bound by these rules. No transfer, assignment, cash redemption or substitution of prizes is permitted except by sponsor due to prize availability and then with prizes of equal or greater value. By accepting prizes, winners agree (for themselves and their heirs) that sponsor and its affiliates and agents will have no liability and will be held harmless by winners for any liability, loss, injury or damage to property or person, including death, and reasonable attorneys’ fees and court costs, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prizes or participation in this sweepstakes, even if caused or contributed to by the negligence of sponsor. Participants agree that the decisions of sponsor related to this sweepstakes and all drawings are final. By participating in sweepstakes, winners consent to the use of their names and/or likenesses, and city and state of residence for promotional purposes without additional compensation, except where prohibited by law.

**Winners’ List.** For an identification of the winners, visit [atfwireless.com/winnerslist](http://atfwireless.com/winnerslist) or send a self-addressed, stamped envelope for receipt by October 8, 2005 to: Reach for the Gold Winners List, The Garr Group, LLC, P.O. Box 1437, Voorhees, NJ 08043.

**Sponsor.** AT&T Wireless Services, Inc., Attn: Sweepstakes, 7277 164th Avenue, N.E. Redmond, WA 98052.

An additional monthly **\$1.75 Regulatory Programs Fee** applies to help fund our compliance with various government mandated programs which may not yet be available in your area. This is not a tax or government required charge.

Requires qualified activation, credit approval, 1 or 2-year agreement, compatible GSM 850 MHz device and \$36 activation and \$175 cancellation fees. Not available for purchase or use in all areas. Availability and reliability of service are subject to transmission limitations. Usage is rounded up to the next full minute. Unused monthly allowances lost. Savings based on price of unbundled features. All minutes available from applicable Service Area. Different rates apply outside each applicable Service Area. Airtime, roaming, additional minute, and long distance charges apply. Various taxes, surcharges, fees and other assessments (e.g., universal connectivity charge) apply. Products, services and/or prices may vary outside of the 50 United States. Limited time offer. Other restrictions apply. Subject to Service Agreement and printed materials.

**mMode:** You will be charged for all data usage sent through our network. Data usage is rounded up to the next full kilobyte every 24 hours. Geographic limitations and additional monthly and usage charges apply for mMode service. Accuracy, availability, and speed of delivery and timeliness are not guaranteed and are subject to transmission limitations. See [attwireless.com/mMode](http://attwireless.com/mMode) for details.

**First Month Free:** First month free offer available with new mMode activations. You will receive a credit equal to the amount of your monthly recurring charge for the mMode plan you select within 60 days if service is still active. Not available with other offers.

**Text Messaging and Ring Tones:** You can only send short text messages in select geographic areas. You will be billed for all messages sent from your device. There is no guarantee of actual delivery or delivery within a specific period of time. Incoming chat messages cost two cents each. There is no charge for service confirmation messages, error messages or help request responses. If you quit the service, you will be charged for all messages sent to you before that time, regardless of actual delivery time. Additional charges apply when sending international text messages or when roaming. See [attwireless.com/text](http://attwireless.com/text) for details. AT&T Wireless eWallet or credit card may be required to purchase ring tones. Not available for purchase or use in all areas. Delivery not possible if phone's memory is full, you are outside the coverage area or the phone is turned off. The ability to receive text messages does not necessarily indicate the ability to receive ring tones or graphics. You will be charged for all orders, regardless of actual delivery or device compatibility. You cannot forward or disseminate the ring tone in any other way. Taxes apply to purchase. Other restrictions apply. Visit [attwireless.com/ringtones](http://attwireless.com/ringtones) for details.

**Picture Messaging [Multi-media Messaging (MMS)]:** Pricing and offers only available when picture messages are sent using MMS functionality on device. Maximum message length is 100 kilobytes; and messages longer than 100 kilobytes may not be delivered by our network. On certain devices, messages longer than 100 kilobytes are charged at \$0.80 and count as two messages. If a single message is sent to multiple recipients, you will be billed based on the number of recipients. MMS messages may only be received on the portion of our network that we own. You can only send MMS messages to a compatible device or an email address. You will be charged regardless of actual delivery or device compatibility. See [attwireless.com/mms](http://attwireless.com/mms) for complete details.

The GSM letter mark is a trademark of the GSM Association.