

 **AT&T Wireless**
P.O. Box XXXXXX
City, State XXXXX

FIRST CLASS MAIL
U.S. POSTAGE
PAID
AT&T WIRELESS



••• THERE'S A \$10,000 GRAND PRIZE AT STAKE.
••• ARE YOUR THUMBS UP TO THE CHALLENGE?

  
THUMBS UP FOR CASH

John Anyone
123 Any Street
Any Town, US 12345

welcome to **mlife**

LOOK INSIDE FOR YOUR CHANCE TO WIN...



(\$10,000 CASH)



(SONY® FLAT-SCREEN TV)



(SONY DVD PLAYER)

STAY CONNECTED WITH TEXT MESSAGING — AND ENTER TO WIN \$10,000 WITH THE “THUMBS UP FOR CASH” SWEEPSTAKES TRIVIA GAME.



THUMBS UP FOR CASH



Dear AT&T Wireless Subscriber,

Now you have the power to talk with your thumbs. That's right. You can use your thumbs to stay connected to almost anyone, anytime, anywhere. It's easy with text messaging from AT&T Wireless. And it can win you great prizes, too.

It's a whole new way to communicate

Text messaging is shorthand for your life. Use it to send or receive messages with your wireless phone. It's perfect for situations when you have something to say — but don't want anyone else to hear. Whether you're stuck in a meeting, at a loud sporting event or just need to send a quick message to someone, text messaging is the answer.

Sending messages is easy

To send text messages, just follow the “messages” menu on your wireless phone. To type letters, spell words and write messages, you simply use the keypad on the phone. To help you along, we've attached a handy wallet card below that summarizes text messaging. You'll want to start using text messaging right away, because for a limited time, it can win you great prizes like Sony® electronics, or even \$10,000 cash.

Play “Thumbs up for Cash” and enter to win

Now text messaging is more than a way to communicate. It's your chance to test your knowledge and win with “Thumbs up for Cash.” To enter, just follow these commands to send your initial entry. Here's how:

- Select Menu
- Select Messages
- Select Text Messages
- Select Write Messages, or similar option, from Messaging Menu
- Using your phone keypad, type “Enter”
- Select Options, then Send
- Send your message to Sweepstakes Code Number 4502***
- Select Send again

Once you enter, you'll receive a confirmation message along with your first trivia question. Send a **Reply** to the question and you'll earn another sweepstakes entry. Even if you don't get the right answer, you'll still be entered to win. So what are you waiting for? Get started now by sending your first message. Then be ready to put your mind — and your thumbs — to the test. You just might win \$10,000 along the way.

Sincerely,

Name
Title

P.S. Text messaging is a whole new way of staying connected. Try it out and enter to win \$10,000 with “Thumbs up for Cash.” Just send a text message to **Sweepstakes Code Number 4502.**

welcome to **m**life

TEXT MESSAGING IS A SIMPLE, FUN WAY TO COMMUNICATE. AND NOW, YOU COULD WIN GREAT PRIZES LIKE THESE:



(\$10,000 CASH)



(SONY® FLAT-SCREEN TV)



(SONY® DVD PLAYER)

NOT SURE HOW TO USE TEXT MESSAGING?

Keep this handy wallet guide with you as a quick reference.

Detach here ▶



THUMB TALK 101 WALLET CARD

SEND

- Select **Menu**.
- Select **Messages**.
- Select **Text Messages**.
- Select **Write Message** or similar option from Messaging Menu.* Write your message.
- Select **Options**, then **Send**.
- Enter the 10-digit wireless phone number or select a number from Address Book.
- Select **Send** again.

RECEIVE

- When you receive a new text message, an alert tone sounds and an envelope icon appears.
- Select **Read**, then Select to see the full message.

* Some phone models prompt for the 10-digit wireless number first.

PUT YOUR MIND — AND YOUR THUMBS — TO THE TEST WITH THE AT&T WIRELESS “THUMBS UP FOR CASH” SWEEPSTAKES TRIVIA GAME.



THUMBS UP FOR CASH



Dear AT&T Wireless Subscriber,

Now you have the power to talk with your thumbs — and win great prizes, too. That's right. With text messaging, you can use your thumbs to stay connected. Plus, you can enter the AT&T Wireless “Thumbs up for Cash” sweepstakes trivia game to win Sony® electronics or the grand prize of \$10,000 cash.

Send a single text message to enter

Entering the “Thumbs up for Cash” sweepstakes is easy. Just follow these simple phone commands to send your initial text message entry:

- Select Menu
- Select Messages
- Select Text Messages
- Select Write Messages, or similar option, from Messaging Menu
- Using your phone keypad, type “Enter”
- Select Options, then Send
- Send your message to Sweepstakes Code Number 4503***
- Select Send again

Once you enter, you'll receive a confirmation message from AT&T Wireless, along with your first trivia question. Send a **Reply** to the question and you'll earn another sweepstakes entry. Even if you don't get the right answer, you'll still be entered to win. How's that for a bonus?

Answer weekly trivia questions for extra entries

Each week you'll receive an additional trivia question. Send a text message reply with your answer and you'll receive another sweepstakes entry. You can even earn extra entries each week. Just reply “Play” to receive questions more frequently — and extra chances to win. Keep in mind, each text message entry costs 10¢. Not bad for a chance to win \$10,000!

Start using text messaging today

The “Thumbs up for Cash” sweepstakes gives you a chance to win great prizes. Plus it's an opportunity to try text messaging and see how fun and useful it can be. You can privately send messages to almost anybody, anywhere, anytime. Text messaging is a great way to stay connected, and for a limited time, it's also a chance to win. So get your thumbs ready for the trivia challenge — and start using text messaging today.

Sincerely,

Name
Title

P.S. Are your thumbs up to the challenge? Send a text message now to **Sweepstakes Code Number 4503** for your chance to win \$10,000, a Sony® TV or other great prizes.

welcome to **m**life

**STAY CONNECTED
WITH FRIENDS AND
FAMILY AND YOU
COULD WIN PRIZES
LIKE THESE:**



(\$10,000 CASH)



(SONY® FLAT-SCREEN TV)



(SONY® DVD PLAYER)

NOT SURE HOW TO USE TEXT MESSAGING?

Keep this handy wallet guide with you
as a quick reference.

Detach here ▶



THUMB TALK 101 WALLET CARD

SEND

- Select **Menu**.
- Select **Messages**.
- Select **Text Messages**.
- Select **Write Message** or similar option from Messaging Menu.* Write your message.
- Select **Options**, then **Send**.
- Enter the 10-digit wireless phone number or select a number from Address Book.
- Select **Send** again.

RECEIVE

- When you receive a new text message, an alert tone sounds and an envelope icon appears.
- Select **Read**, then Select to see the full message.

* Some phone models prompt for the 10-digit wireless number first.

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 affiliates or advertising/promotion agencies.

No Purchase Necessary. To enter, between on or about June 18, 2002 and August 12, 2002 (the "Sweepstakes Period"), do one of the following: (1) On your 2-way SMS capable phone, send a text message to the short code provided to you for entry; (2) on your 2-way SMS capable phone, send a text message response to a trivia question provided by sponsor to the applicable short code (see below for additional details regarding trivia questions); or (3) send a 3x5 card with your name, address, phone number and age to AWS Sweepstakes, P.O. Box 4069, Seattle, WA 98104-0069. All entries, regardless of method of entry, must be received by 11:59 p.m. (PT) on the Monday preceding the drawing for weekly prizes, and by 11:59 p.m. (PT) on August 12, 2002 for the Grand Prize drawing. 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 error that may occur in the processing of entries. Mechanically reproduced or automated entries are not permitted and will be deemed void. Each text message or response to a trivia question sent in the manner described above will equal one (1) entry. Trivia questions need not be answered correctly in order to be entered. Entrants entering by sending a text message or response to a trivia question in the manner described above will be charged a Mobile Origination charge according to their rate plan. Enter as often as you wish, but each entry must be completed and submitted/mailed separately.

Prizes. The following prizes will be awarded: 32 Weekly First Prizes, each consisting of one (1) Sony FD Mavica Digital Still Camera (approximate retail value \$599.95 each); 40 Weekly Second Prizes, each consisting of one (1) Sony 20" Wega Flat Screen Television (approximate retail value \$349.99 each); 48 Weekly Third Prizes, each consisting of one (1) Sony DVD Player (approximate retail value \$219.00 each); 2,400 Weekly Fourth Prizes, each consisting of one (1) AT&T Wireless t-shirt (approximate retail value \$15.00 each); and one (1) Grand Prize consisting of \$10,000.00 cash. Winners are responsible for paying all costs and expenses related to the prizes that are not specifically mentioned, including but not limited to income taxes.

Prize Drawings. Weekly prizes will be awarded at random drawings from among eligible entries received for that drawing to be held at approximately 12:00 noon (PT) on each Tuesday beginning June 25, 2002 and ending August 13, 2002. At the drawings for weekly prizes, 4 Weekly First Prizes will be awarded each week, 5 Weekly Second Prizes will be awarded each week, 6 Weekly Third Prizes will be awarded each week, and 300 Weekly Fourth Prizes will be awarded each week. Grand Prize will be awarded at a random drawing held at approximately 1:00 p.m. (PT) on August 13, 2002. Winners need not be present to win. Winners will be notified by telephone or mail within five (5) business days of drawing. Winners of Weekly First, Second and Third Prizes will be required to sign an Affidavit of Eligibility and Liability/Publicity Release. Grand Prize winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release. If any 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. Winners of Weekly Fourth Prizes will be sent prize by mail within ten (10) business days of drawing. Entries not drawn at any given weekly drawing will not be eligible for future weekly drawings, if any, but will remain eligible for the Grand Prize drawing. Weekly winners will be eligible for one prize only in any given weekly prize drawings, but will remain eligible for future weekly drawings (provided entry is made in such week(s)) and the Grand Prize drawing.

Odds of Winning. Odds of winning depend on the number of eligible entries received for each drawing.

Trivia Questions. You may enter the sweepstakes by responding to text messaging trivia questions received during the Sweepstakes Period. Entering the sweepstakes via text message will result in at least three text messaging trivia questions depending upon when you originally sent your text message entry. The first will be sent shortly after your entry is received. The second will be sent on the following Tuesday, and the third will be sent a week later on the following Tuesday. Answering any trivia question or responding with "PLAY" will result in additional trivia questions. Failing to respond to any question will result in no new trivia questions until a weekly question is sent the following Tuesday. Failing to respond to two consecutive weekly trivia questions will result in no future trivia questions (unless you choose to enter the sweepstakes again via the text messaging entry option). To opt out of receiving future trivia questions at any time, send the text message "END" in response to any trivia question or separately to any of sweepstakes short codes, or call Customer Care on your wireless phone free of charge at 611, or call 1-800-888-7600.

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 name associated with any given wireless telephone number used to enter by sending a text message or a response to a trivia question will be deemed to be the participant and must comply with these rules. 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 drawings 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 to 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 for promotional purposes without additional compensation, except where prohibited by law.

Winners' List. For an identification of Grand Prize and Weekly First, Second and Third Prize winners, send a self-addressed, stamped envelope for receipt by August 13, 2003 to: AT&T SMS Sweepstakes, P.O. Box 812180, Chicago, IL 60681-2180.

Sponsor. AT&T Wireless, 7277 164th Avenue N.E., Redmond, WA 98052.

To exclude yourself from receiving any future mailings regarding sweepstakes or contests, please send a request to: AT&T Wireless Contest Exclusion, P.O. Box 97061, Redmond, WA 98073-9761

© 2002 AT&T Wireless. All rights reserved.

REPLY

- Press **Options**. Scroll to, then select **Reply**.
- Select **As A Message**.
- Write message.
- Select **Options**, then **Send**.
- Select **OK** to confirm the number.

WRITE

To form each letter, press the number key showing that letter until it appears. It only takes 1-4 key presses. It's easy!
For the letter H, press the 4 key 2 times
For the letter E, press the 3 key 2 times
For the letter L, press the 5 key 3 times
For the letter L, press the 5 key 3 times
For the letter O, press the 6 key 3 times

HOW TO ENTER A SPACE WHILE WRITING TEXT MESSAGES:

- Press **0** or **1** (depending on your phone model).

FOR MORE DETAILS VISIT:
attwireless.com/text



Printed on recycled paper



***When sending text message, this is where you enter your friend's 10-digit wireless member.

USE TEXT MESSAGING TO ANSWER QUESTIONS LIKE THESE...



WHO PLAYED KOSMO KRAMER
ON TV'S SEINFELD?



(YOU COULD WIN \$10,000 CASH)



WHAT CITY IS THE HOME OF THE
ROCK AND ROLL HALL OF FAME?



(YOU COULD WIN A SONY® FLAT-SCREEN TV)



WHAT IS THE NAME OF THE
LEAD SINGER OF LIMP BIZKIT?



(YOU COULD WIN A SONY® DVD PLAYER)

...IN THE "THUMBS UP FOR CASH" SWEEPSTAKES TRIVIA GAME.

HOW TO SEND A TEXT MESSAGE TO ENTER THE SWEEPSTAKES

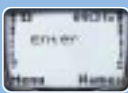
Select **Menu**

Select **Messages**

Select **Text Messages**

Select **Write Message**, or similar
option, from Messaging Menu

Using phone keypad,
type "Enter"



Select **Options**,
then **Send**

Send Message to
Sweepstakes Code
Number 4503 ***



Select **Send** again

***When sending text message, this is where
you enter your friend's 10-digit wireless member.



LET YOUR THUMBS DO THE TALKING AND ENTER THE "THUMBS UP FOR CASH" SWEEPSTAKES TRIVIA GAME.

Test your knowledge of entertainment and try out text messaging from AT&T Wireless. With "Thumbs up for Cash," we'll send weekly trivia questions right to your wireless phone. Answer them using text messaging, and you'll be entered to win great prizes — including \$10,000 cash, Sony® electronics and more.

**Enter to win today. Simply send
a text message to Sweepstakes
Code Number 4503.**

See enclosed letter for official sweepstakes rules.

Here's how to play ➤ Follow the instructions listed here to send your initial sweepstakes entry message.

Here's how to win ➤ Answer weekly trivia questions for extra entries — and extra chances to win

Here's how to stay connected ➤ Use text messaging to communicate with friends, family and more practically anytime and anywhere.



© 2002 AT&T Wireless. All rights reserved.