



CSU/AT&T Road to College Bus to Visit Intermediate School in Oxnard

AT&T provides \$500,000 for the second annual tour

Camarillo, Calif., April 22, 2010 - The California State University and AT&T are once again taking to the road with the message of academic preparation, access for underserved students, and the need for future workforce professionals in California.

Through May 14, thousands of middle and high school students at nearly 40 stops statewide are expected to board a 40-foot high-impact "wired" bus wrapped with the "Road to College: Get on Board" theme, and complete with laptop computers with career exploration, academic preparation and financial aid planning information. This year's tour is made possible by \$500,000 in funding provided by AT&T.

CSU Channel Islands will welcome the Road to College Bus on Friday, May 7 at the R. J. Frank Intermediate School in Oxnard from 9 a.m. to 1:15 p.m.

"Education is the key focus of AT&T's philanthropy and the Road to College is a great way to get young people thinking ahead and excited about higher education," said Ken McNeely, president, AT&T California. "We are driven to make California more competitive in the workplace, along with the better lives and improved communities that come from students graduating from colleges and universities."

This is the second time that AT&T and CSU have partnered for Road to College. In 2008, a \$1.6 million four-year contribution from the AT&T Foundation, the philanthropic arm of AT&T Corp., (NYSE:T) funded the CSU College Corps program to provide college advising for 1,000 high school students, as well as the first Road to College bus tour.

"Student success is built on having a goal, a plan and the commitment to overcome challenges along the way," said CSU Chancellor Charles B. Reed. "Road to College is designed to provide students with the tools to create a better future. Student preparation is the key to a college education that ultimately drives California's economic engine."

Throughout the tour, students, parents and educators will be able to track the progress of the Road to College bus through Twitter (<http://www.twitter.com/roadtocollege>) and Facebook (<http://www.facebook.com/calstate>). The CSU Voices and Views (<http://blogs.calstate.edu/voicesviews>) blog will also provide continuous updates and stories from the road. A complete schedule of dates and other locations can be found on www.calstate.edu/roadtocollege.

For media inquiries contact Nancy Covarrubias Gill, Director of Communication & Marketing at CSU Channel Islands, 805-437-8456 or nancy.gill@csuci.edu.

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CSU Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.

CI Mission Statement

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

The California State University (<http://www.calstate.edu/>) is the largest system of senior higher education in the country, with 23 campuses, approximately 433,000 students and 44,000 faculty and staff. Since the system was created in 1961, it has awarded nearly 2.5 million degrees, about 90,000 annually. Its mission is to provide high-quality, affordable education to meet the ever-changing needs of the people of California. With its commitment to excellence, diversity and innovation, the CSU is the university system that is working for California.

Connect with and learn more about CSU at CSU Social Media (<http://blogs.calstate.edu/>)

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. A leader in mobile broadband, AT&T also 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-verseSM and AT&T | DIRECTVSM 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 Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE(r) magazine.

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About Philanthropy at AT&T

AT&T Inc. (NYSE:T) is committed to advancing education, strengthening communities and improving lives. Through its philanthropic initiatives and partnerships, AT&T has a long history of supporting projects that create learning opportunities; promote academic and

economic achievement; and address community needs. In 2009, nearly \$155 million was contributed through corporate-, employee- and AT&T Foundation-giving programs.

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