



Truist and CharityCall Unveil Strategic Partnership

Exclusive Agreement Allows AT&T Wireless Users to Donate Via Speed-Dial.

Washington, DC (Vocus/PRWEB) February 25, 2009 -- Truist, the leading provider of global philanthropy solutions, today announced a strategic partnership with CharityCall, a revolutionary mobile platform enabling charitable organizations to promote, generate and accept charitable donations.

The exclusive agreement will allow AT&T subscribers in the U.S. to contribute \$25 to any participating charity from any AT&T mobile device without entering an SMS text or exchanging private financial or user information. Donations can be made in less than 30 seconds, by dialing #505 followed by the 2-digit I.D. of a designated charity or cause.

"Truist is committed to connecting contributors with worthy causes around the world," said Truist CEO Bob Meagher. "Our partnership with CharityCall offers a new way to fulfill that commitment that is convenient, secure and innovative."

"An increasing percentage of the mobile user population recognizes the value of adopting the use of instant communication technology, as exhibited by 158 billion text messages sent in 2006 alone," said CharityCall Founder & President Robert A. Jones. "Yet millions of intended donations continue to fall victim to procrastination, inconvenience or neglect. Our convenient mobile platform bridges that gap."

Once a tax-deductible \$25 donation is made, the AT&T Wireless user will receive a text message confirmation, including a link to the CharityCall website, where additional information about designated charities or causes is available, as is tax receipting. The \$25 donation is a one-time charge automatically billed to the user's AT&T Wireless monthly statement.

"How fabulous to use innovative mobile technology to stay connected with our Joyful Heart community, as well as support our innovative programs," said actress and activist Mariska Hargitay, who headlines the NBC drama Law & Order: Special Victims Unit, and Joyful Heart Foundation's Founder & President. The Joyful Heart Foundation works to ignite and foster an open dialogue about how to collaboratively end the cycle of violence and abuse in this country.

"We are so excited and grateful to be partnering with CharityCall on this initiative," added Maile Zambuto, Executive Director of the Joyful Heart Foundation. "I've witnessed firsthand the impact our programs can have on the lives of survivors. Every donation we receive allows us to expand our reach in

helping people heal and reclaim their lives. CharityCall's technology platform makes it possible for tens of millions of AT&T wireless users to help us achieve our mission."

Joyful Heart Foundation is one of five charitable organizations across the country participating in the initial rollout of the CharityCall service. Participating charities will help to build awareness of this new mechanism for donors to support their preferred causes.

Initial Participating Charities:

Dial:

EarthShare	#505 + 55
Global Action for Children	#505 + 11
Joyful Heart Foundation	#505 + 44
Make-A-Wish Foundation of Eastern North Carolina	#505 + 33
American Red Cross of Orange County	#505 + 22

About Truist:

Truist offers a complete portfolio of solutions supportive of global employee- and community-involvement program administration. Truist delivers innovative technology and services to more than 1,000 customers across more than 50 countries, representing a cumulative 3,000 programs, 1 million volunteers and \$2.5 billion in charitable contributions. Learn more at www.truist.com.

About CharityCall:

CharityCall LLC provides a highly innovative, convenient and universal mechanism for attracting and engaging charitable donations from over 70 million AT&T Wireless cell phones without entering an SMS text, credit card or user specific information. This unique service integrates Abbreviated Dialing Code (ADC) into its platform, thereby enhancing the ways in which charitable organizations promote, generate and collect donations from the general public. www.mycharitycall.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. Among their offerings are the world's most advanced IP-based business communications services, the nation's fastest 3G network and the best global wireless coverage of any carrier, and the nation's leading high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. In 2008, AT&T again ranked No. 1 on Fortune magazine's World's Most Admired Telecommunications Company list and No. 1 on America's Most Admired Telecommunications Company list. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at www.att.com.

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