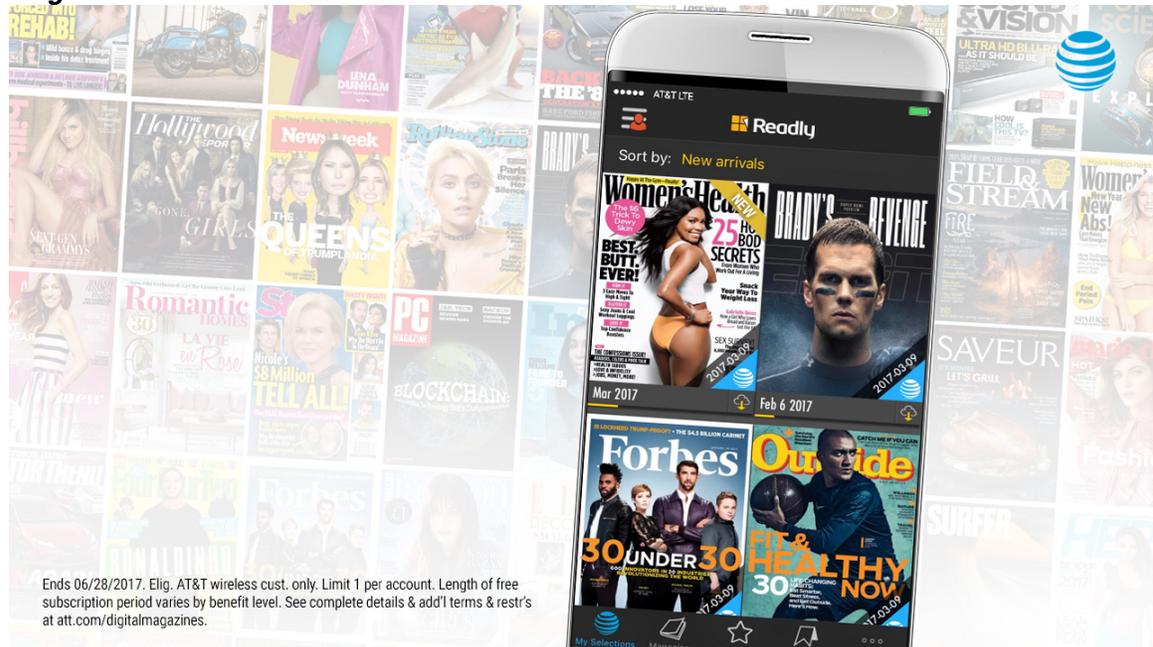


Readly Launches Exclusive Program with AT&T THANKS®

New version of digital reading app, Readly Select, gives access to over a thousand magazines to AT&T wireless customers.



Ends 06/28/2017. Elig. AT&T wireless cust. only. Limit 1 per account. Length of free subscription period varies by benefit level. See complete details & add'l terms & restr's at att.com/digitalmagazines.

AUSTIN, TX – March 28, 2017 – Readly, a company that's changed how people discover and read digital magazines all over the world, is thrilled to announce a new collaboration with AT&T THANKS, a customer appreciation program offering entertainment and service benefits to AT&T wireless customers.

Starting today, eligible AT&T wireless customers will be offered exclusive access to a new private version of Readly, called Readly Select, which gives users complimentary, limited time access to four digital magazine titles per monthly period on up to five personal devices.* AT&T wireless customers, and others on their AT&T account, can select from more than 2,000 US and international titles and read digital magazines anywhere, online, off-line, anytime. Complimentary access to Readly Select varies by the customer's AT&T THANKS benefit level. AT&T wireless customers can visit att.com/digitalmagazines to check their eligibility.

“Creating Readly Select specifically with customer loyalty programs in mind made working with AT&T THANKS an obvious choice. It has been a real pleasure working closely with the AT&T THANKS team. We are extremely excited about the launch, and what this collaboration will mean for AT&T's Wireless subscribers and for our publishing partners,” said Per Hellberg, CEO of Readly. “Readly is able to provide AT&T wireless customers with exclusive access to thousands of digital magazine titles, while our publishing partners expand their readership to a massive new base of U.S. readers.”

Through Readly Select, eligible AT&T wireless customers will have access to personally selected digital magazine titles, including back issues of each title. Each monthly period Readly Select

customers can change their selected magazine titles, which are accessible across mobile and tablet devices.

“AT&T THANKS is all about appreciating our customers by showing our gratitude through a range of entertainment experiences and service enhancements”, said Neil Andrews, director of product marketing management, AT&T Entertainment Group. “Our collaboration with Readly will unlock the huge range of titles in the Readly app for our customers to enjoy across all of their mobile devices.”

Through AT&T THANKS, Readly Select subscribers can upgrade to a Readly premium paid subscription at any time. Upon completion of the FREE access period, AT&T wireless customers will be given the option to pay for a Readly Select subscription, or upgrade to Readly’s standard unlimited reading service, Readly Premium, for a flat monthly fee.

* Ends 06/28/2017. Elig. AT&T wireless cust. only. Length of free subscription period varies by benefit level (blue: 6 mo.; gold: 12 mo.; platinum: 18 mo.). Limit 1 per account. See complete details & add'l terms & restr's at att.com/digitalmagazines.

About Readly

Readly (<https://us.readly.com>) is a digital reading service that provides customers with unlimited, “all-you-can-read” access to thousands of national and international digital magazines. Available for both on and off-line use, the service is ultra-fast, easy-to-use and convenient. The Readly platform is family friendly, allowing up to five different profiles, and features enhanced mobile reading functions, as well as advanced search, a recommendation engine and sharing tools. In addition to consumer benefits, Readly offers a powerful, risk-free route to a global market for publishers. Readly is also the market leading digital magazine service in the UK, Sweden and Germany.

About AT&T

AT&T Inc. ([NYSE:T](http://nyse.com)) helps millions around the globe connect with leading entertainment, mobile, high speed internet and voice services. We’re one of the world’s largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. We offer the best global coverage of any U.S. wireless provider.* And we help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions.

Additional information about AT&T products and services is available [at http://about.att.com](http://about.att.com). Follow our news on Twitter at @ATT, on Facebook at <http://www.facebook.com/att> and YouTube at <http://www.youtube.com/att>.

© 2017 AT&T Intellectual Property. All rights reserved. AT&T, the Globe logo and other marks are trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.

*Global coverage claim based on offering discounted voice and data roaming; LTE roaming; voice roaming; and world-capable smartphone and tablets in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries.