



FOR IMMEDIATE RELEASE

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AT&T Named Sponsor of Annual HBCU Football Classic

Telecommunications Company Named Silver Sponsor of the Annual Bayou Classic

NEW ORLEANS – The Bayou Classic announced today that both Grambling University Foundation, Inc. and the Southern University System Foundation, Inc., have renewed a corporate agreement with AT&T as a Silver Sponsor of the 49th Annual Bayou Classic. This will be AT&T’s second year as a sponsor of the annual Historically Black Colleges and Universities (HBCUs) Classic.

The Bayou Classic, ranked as the #1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University. The 49th Annual Bayou Classic, presented by Procter & Gamble, will be played on Saturday, November 26, 2022, at the Caesars Superdome in New Orleans.

As the Silver Sponsor of the Bayou Classic, the collaboration will provide AT&T opportunities to continue to demonstrate its support of HBCUs, and leverage the Bayou Classic’s live events, digital and social media assets.

“We are excited to have AT&T return to the Bayou Classic family again this year,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 49th Annual Bayou Classic.

“It is with great pleasure that AT&T is returning as a sponsor for this historic event. Supporting our HBCUs, which are key pillars in our community, is an honor and we proudly give back,” said Demetrus Hayes, Vice President and General Manager, AT&T Gulf States.

About AT&T

We help more than 100 million U.S. families, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. ([NYSE:T](https://nyse.t)), please visit us at about.att.com. Investors can learn more at investors.att.com.

About Bayou Classic

The legendary game between Grambling State University and Southern University, the Bayou Classic has proven to be a steadfast beacon of legacy and tradition that extends beyond the HBCU community. Fans from across the nation journey to witness the electrifying football game between Grambling State and Southern, while eagerly awaiting the highly anticipated halftime show featuring two of the greatest marching bands in the nation. For more information, visit www.mybayouclassic.com.

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