Dear Readers,

When T-Mobile Huddle Up was established in 2006 as the company’s employee volunteer program, there was a clear internal goal for the company to help connect our employees with the communities where we live, work and play.

The program was designed to support the company’s “Best Place to Perform” objectives by creating an employee volunteer program that really makes people proud to be employees of T-Mobile. We wanted a program that allowed people who participated to feel energized by their work, excited about how they contributed to their community and “fired up” to be on the team at T-Mobile.

Looking back on 2008, our third full year of the T-Mobile Huddle Up program, it is clear that we have made some amazing progress toward these lofty goals. In 2008, T-Mobile held 18 T-Mobile Huddle Up volunteer events, engaging more than 2,400 employees, customers, business partners and community members, serving more than 18,000 volunteer hours. T-Mobile’s employees who participated in the program were clearly happy – they told us they felt more pride for their company after participating, and other volunteers said they wanted to get even more involved with their communities.

But the greatest sign of success is transformation. Our goal with T-Mobile Huddle Up is nothing short of transforming lives. We want to give kids, primarily from single-parent families, a great place to go during their afterschool hours. We want to send them a clear message that their community cares about their success and wants to help them succeed – in school and in life.

Our biggest measurement of success isn’t really with our employees, but rather with our communities. How many lives did we change? How many community centers did we transform into better places? How many kids smiled more this year as a result of T-Mobile Huddle Up?

This report provides a detailed look back at how T-Mobile USA’s Huddle Up program supported kids and communities all over the country, improving afterschool facilities and showing kids that T-Mobile cares about their success.

Yours in Service,

Lisa Reid
Manager, Communications

Glenn Zaccara
Sr. Manager, External Communications
T-Mobile Huddle Up

T-Mobile Huddle Up is our national community outreach and employee volunteer program connecting kids to positive people, places and programs. The program strengthens families and communities nationwide by providing safe places and strong role models for kids during afterschool hours.

In 2008, T-Mobile Huddle Up continued to support its national nonprofit partners, City Year and the Afterschool Alliance. T-Mobile worked with the two organizations to strengthen afterschool programming in the communities where T-Mobile employees live and work, and to raise national awareness about the importance of the afterschool issue.

Each year, City Year unites more than 1,400 17- to 24-year-olds for 10 months of full-time community service, leadership development and civic engagement in 18 cities across the country. City Year’s “corps members” serve as tutors, mentors and role models for youth, both during and after school hours.

The Afterschool Alliance is a public awareness and advocacy organization dedicated to ensuring all youth have access to quality, affordable afterschool programs. The Alliance counts more than 25,000 afterschool program partners and holds events throughout the year, attracting millions of people and policymakers.

T-Mobile Huddle Up in 2008

Now in its third year, T-Mobile Huddle Up continues T-Mobile’s legacy of positive community involvement and service through a variety of employee and corporate-sponsored programs and events.

- More than 2,400 employees, customers, business partners and community members across the country dedicated their time and talent to creating and enhancing afterschool spaces for youth in need during T-Mobile Huddle Up volunteer events.
- Kids in T-Mobile-sponsored afterschool programs were provided opportunities they otherwise wouldn’t have – homework help, positive role models and a safe place to go when the school day ends.
- Ten deserving high school seniors received four-year scholarships to help make higher education a reality.
- T-Mobile continued to strengthen communities by supporting youth-focused programming and special events sponsored by its nonprofit partners City Year and the Afterschool Alliance.
- Support from T-Mobile’s Handset Recycling Program provided funding for afterschool sites and programs across the country.
- Youth from communities across the country were treated to unique and memorable T-Mobile Huddle Up events through partnerships with the National Basketball Association (NBA) and National Federation of State High School Associations (NFHS).
For the past three years, T-Mobile Huddle Up has generated incredible enthusiasm among employees across the country who want to give back to their local communities. In 2008, the response from T-Mobile employees was overwhelming as 2,263 employees from 18 cities across the country participated in T-Mobile Huddle Up service days. For the volunteers, it wasn’t a typical day in the office – they braved snow, rain, heat and humidity to improve places kids spend time after school. Some employees worked alongside business partners, customers and community members at volunteer events.

The spirit of T-Mobile Huddle Up grew among call centers, engineering sites and retail stores even before event day as employees led supply drives for their local event. They collected mountains of toys, boxes of food and carts full of school supplies to donate to the afterschool facility. Local employees served as T-Mobile Huddle Up Champions, dedicating their time and energy to lead the charge in planning the service day and motivating colleagues to get involved.

For some employees, their T-Mobile Huddle Up service day hit close to home. Several volunteers had used the facility as a kid themselves, or have children who currently go there after school. This personal connection made the work they completed that much more meaningful.

Employee Volunteers

Detroit native Tameka Rodgers, a Senior Retail Sales Representative, had been eager to give back to her community, and T-Mobile Huddle Up came to her town just in time.

“T-Mobile Huddle Up presented the perfect opportunity for me to make a difference, and I jumped at the chance,” she said. The fact that the service partner, The Matrix Center, was just 10 minutes from her house turned out to be a bonus!

After eight hours of hard work, Tameka and her co-workers watched with big smiles as kids shrieked in excitement when the refurbished center was revealed. The transformation featured new school supplies, vibrant colors and inspirational murals.

Not only did Tameka strengthen her connection to her community, but she also learned about T-Mobile Huddle Up and how the program extends beyond employee volunteerism. The Matrix Center where she and her colleagues volunteered received a $10,000 cash donation from the T-Mobile Handset Recycling Program. The net proceeds from T-Mobile’s handset recycling efforts benefit T-Mobile Huddle Up, and the Matrix Center, along with other 2008 service partners, received a $10,000 donation to support afterschool programming.

“If a customer is hesitant about donating their old phone, I tell them about T-Mobile Huddle Up. Customers are thrilled to hear about all the good T-Mobile is doing within our community,” Tameka says. “It makes me proud to be a T-Mobile employee.”
Service Partners

In 2008, T-Mobile collaborated with 18 different service partners to bring positive change to some of the neediest and most underserved populations within their communities. These service partners include Boys & Girls Clubs, YMCAs, schools, Salvation Army centers and child development sites, all of which provide afterschool programming. For many children, the afterschool sites become a home away from home.

T-Mobile worked with City Year to identify service partners with a real need for new or enhanced afterschool program facilities. T-Mobile and City Year also considered the demographics of the facility, community needs and potential for maintaining the transformation.

On the day of each event, employees transformed afterschool spaces by painting murals, building benches and bookshelves, landscaping outdoor facilities and creating play areas. Based on feedback from a Youth Advisory Team, a group of eight to 10 kids who attend the facility’s afterschool program, employees created a custom T-Mobile Huddle Up Zone, a dedicated afterschool space. A signature program element, a unique Zone is created for each service partner. T-Mobile Huddle Up Zones are stocked with new furniture, colorful paintings and fun lighting, and they can also feature computers, flat-screen TVs and gaming systems like the Nintendo Wii.

For some service partners, a T-Mobile Huddle Up day is just the beginning of a relationship with local T-Mobile employees. Employees are eager to continue their volunteer work during their personal time, often returning to maintain projects, build relationships with staff and youth at the facility or even drop off donations from the food or clothing drives they organized on their own.

2008 Service Partners

New Orleans, La. -- Live Oak Elementary School
Washington D.C. -- Orr Elementary School and Boys & Girls Club
Meridian, Idaho -- Whitter Elementary School
Seattle, Wash. -- Aki Kurosie Academy
Salem, Ore. -- Richmond Elementary School and Boys & Girls Club
Chicago, Ill. -- Mayo Elementary School
Detroit, Mich. -- Matrix Center
Colorado Springs, Colo. -- John Adams Elementary School
Springfield, Mo. -- Salvation Army Community Center
Netawalk, N.J. -- 13th Avenue School
San Francisco, Calif. -- Whitney Young Child Development Center
Nashville, Tenn. -- Andrew Jackson Boys & Girls Club
Boston, Mass. -- Salvation Army Community Center
Birmingham, Ala. -- Western Area Family YMCA
Phoenix, Ariz. -- Boys & Girls Club of Metropolitan Phoenix
Mission, Texas -- Boys & Girls Club of Alamo-San Juan
Tampa, Fla. -- Shaw Elementary School and 21st Century Program
Muncie, Ind. -- Boys & Girls Club of Muncie

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During economically challenging times, many projects had been put on the back burner at the Western Area YMCA in Birmingham, Ala. Terri Nevett, Executive Director, had a long list of things she wanted to do within her facility, but simply did not have the money. When T-Mobile first came to her looking to coordinate a service day at her YMCA, she jumped at the opportunity.

“It’s not that our organization does not care about this facility, but the funds are really not there,” she said.

On November 11, 150 T-Mobile employees united to help Terri check items off her project list. Employees painted the entire gymnasium and decorated the walls with quotes on character values. Terri says she often sees parents walking around the gym, reading the quotes to their children and explaining the values.

The YMCA’s T-Mobile Huddle Up Zone was stocked with three computers, two printer/fax/copier machines, a large 32-inch flat-screen TV, Nintendo Wii Fit video game system, bookcases, murals and more!

You brought 150 volunteers into our world and changed it in a matter of eight hours. That is powerful!”

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“You brought 150 volunteers into our world and changed it in a matter of eight hours. That is powerful!” she said.

But Terri’s greatest surprise came at the end of the day, when T-Mobile presented her with a $10,000 check from T-Mobile’s Handset Recycling Program. She plans to use half of the grant for financial assistance to offer afterschool care to families who cannot afford it. The other half will enhance and build on the work T-Mobile’s volunteers completed.

The kids and families who attend the YMCA are proud of the building’s transformation. Terri now sees the facility that is more kid-friendly, family-oriented and uplifting. The broader community has a new sense of pride for the YMCA and takes more responsibility for the building and the children it serves.

“We feel like T-Mobile has adopted us, and we now have an extended family,” Terri said.

“They did not treat us like a charity case; rather they treated us like family who needed a helping hand. I appreciate that.”

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SALEM

18 fun, fresh afterschool programs

+ 99 Benches built
+ 450 Murals painted
+ 43 Rooms painted
+ 18 Computers provided
+ 7 Gyms painted
+ 13 Playgrounds painted
+ 10 TVs provided
+ 780 Gallons of paint

= 18 fun, fresh afterschool programs

Before and After

CHICAGO

COLORADO SPRINGS

NEWARK

SALEM
Handset Recycling Program

Cell Phone Recycling Supports Social Investments
T-Mobile Huddle Up has been bolstered by a partnership with the T-Mobile Handset Recycling Program. The partnership has helped T-Mobile make a greater impact on youth, communities and families by providing additional funding from the net proceeds of recycled handsets. These funds were put to good use in 2008 by supporting nonprofit partners, in-need facilities and deserving communities.

Service Partners
At T-Mobile Huddle Up volunteer events, the Handset Recycling Program provided a $10,000 grant to the local service partner. The checks were a surprise announcement at the end of each event. Some cheered, some cried and some were speechless, but every service partner was grateful for funding that benefited the kids who use their facility.

“Seeing the reaction of the kids, employees and the community is priceless. Even after each event, I get kudos back from people who participated, saying ‘thank you,’” said Anthony Yadron, Senior Program Manager of the Handset Recycling Program.

T-Mobile Huddle Up for New Orleans
The Handset Recycling Program also made a $150,000 contribution to the Recovery School District (RSD) as part of T-Mobile Huddle Up for New Orleans, a special initiative around NBA All-Star week (described later in this report). The RSD, a state-run district that includes many low-performing schools struggling to recover from Hurricane Katrina, used these funds to expand afterschool programming across 23 schools. This expansion was significant, considering that fewer than five afterschool programs existed in the RSD the previous year.

Store Openings
The Handset Recycling Program also made a $50,000 grant to the Boys & Girls Clubs of Metropolitan Phoenix as part of the grand opening of several new T-Mobile playground stores. The funds were distributed to 10 Clubs across the Phoenix area, impacting 33,440 in-need youth.

Afterschool Recycling Program
The Afterschool Alliance, a T-Mobile Huddle Up nonprofit partner, worked with the Handset Recycling Program to pilot T-Mobile Huddle Up for Recycling, an afterschool recycling initiative. Students in afterschool programs in three markets – Chicago, Los Angeles and New Jersey – learned about what they could do to recycle cell phones and prevent electronic waste. Programs received recycling curriculum, as well as promotional posters, drop-boxes and fliers, to encourage kids to bring in old cell phones to be recycled. Proceeds from the recycled phones benefited the afterschool program – each received a $1,500 grant from the Handset Recycling Program for participating.

Yadron said he is proud of how the partnership between Handset Recycling Program and T-Mobile Huddle Up has evolved.

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Handset Recycling Program

Hand•set re•cy•cling pro•gram noun: T-Mobile business unit responsible for recycling cell phone handsets; devices are refurbished or recycled and net proceeds benefit local communities through T-Mobile Huddle Up.

Recycling
BY THE NUMBERS

<table>
<thead>
<tr>
<th>Grant to the New Orleans Recovery School District</th>
<th>$150,000</th>
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<tbody>
<tr>
<td>Grant to the Boys &amp; Girls Clubs of Metropolitan Phoenix</td>
<td>$50,000</td>
</tr>
<tr>
<td>Total grants to 2008 service partners</td>
<td>$150,000</td>
</tr>
</tbody>
</table>

Total grants to 2008 service partners

| Youth participants | 300 |
| Cell phones collected | 200 |
| In grants for participating programs | $4,500 |

T-MOBILE HUDDLE UP SPEAK

hand•set re•cy•cling pro•gram noun: T-Mobile business unit responsible for recycling cell phone handsets; devices are refurbished or recycled and net proceeds benefit local communities through T-Mobile Huddle Up.

Help see your school’s phone recycling progress. Click here to see how many phones your school has recycled.

Visit www.t-mobile.com/huddleupments for more information.

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City Year Afterschool

T-Mobile continued to support kids and communities across the country as City Year’s exclusive Lead Afterschool Partner. This partnership brings afterschool materials, mentors, tutors and role models to thousands of kids in City Year afterschool programs in high-need communities.

T-Mobile supports City Year corps members and teams at all 18 domestic City Year sites. Each City Year site receives materials to promote and support afterschool activities, including personal journals for students and posters to promote afterschool programming. In addition, T-Mobile provided each member of City Year’s corps and staff with a “Whole School, Whole Child” Field Guide, a training tool that supports student success through a positive school climate that engages both parents and community members.

T-Mobile: City Year’s Official Telecommunications Sponsor

Corps members and staff stayed connected in 2008, thanks to approximately 2,000 handsets and service plans provided by T-Mobile as City Year’s Official Telecommunications Sponsor. T-Mobile handsets and service were distributed to corps members, while staff received BlackBerry devices to help them stay connected to one another and with teachers, parents and loved ones. To thank outgoing 2008 corps members for their year of service, T-Mobile announced they not only could keep their City Year cell phones, but they also received a free Bluetooth hands-free device and a discounted T-Mobile service plan.

Spotlight On...

Anthony, third-grader, PS13, Brooklyn

Anthony, a third-grader at Brooklyn’s PS13, is usually smiling, especially when he’s at Starfish, his City Year afterschool program. While he says his favorite part of Starfish is seeing his friends, he also looks forward to spending time with the City Year corps members, who organize fun activities and make him laugh.

Anthony’s second-favorite part of Starfish is City Year’s signature PT, or physical training. He and his friends do PT every week, and enjoys City Year signature PT exercises like “foot flies” and starfish jumps.

After PT, Anthony gets ahead on homework, with some help from corps members. He says Starfish activities, like working in groups and practicing writing, help him with work he does during his regular school day. More than once, he’s been a step ahead in class because they’ve already covered a particular unit during the Starfish afterschool program. “The City Year program gives me help on what I’m doing in my regular class, but also it teaches us the right thing to do,” he said.
City Year Team Sponsorship

In addition to funding afterschool programming for City Year nationwide, T-Mobile also sponsors three City Year teams in Seattle, Los Angeles and New York. Each of the three team sponsorships supported a diverse group of six to 10 corps members and the work they did every day, both in schools and in their community.

Seattle

For the third consecutive year, T-Mobile sponsored City Year Seattle’s GYBBIS team (Getting Youth Beyond Barriers in School). The only City Year team of its kind, the GYBBIS team works with suspended youth as an alternative to out-of-school suspension. Corps members teach these at-risk students practical skills, including conflict resolution and study habits, to help them return to the classroom and thrive. Many youth who worked with the GYBBIS team went on to participate in afterschool programs, and the majority completed the year suspension-free. The GYBBIS team also provided standard afterschool programming, mentoring and tutoring for Seattle students.

Los Angeles

T-Mobile also sponsored the City Year Los Angeles’ Union Avenue team, a seven-person group serving youth in the Pico Union neighborhood, one of L.A.’s poorest and most densely populated. The team worked with elementary students, many of whom spoke English as a second language, to supplement learning that took place during the regular school day, focused largely on literacy and math. Corps members helped students with homework, but also made time for them to be creative, use their imaginations and work in groups – opportunities they didn’t get in regular classes.

Scott Price, Corps Member, City Year New York

Massachusetts native Scott Price wasn’t sure what the future held for him beyond school, but he knew he wanted to give back.

“I’ve been given a lot,” he says, and City Year presented the perfect opportunity to give back while Scott figured out what he wanted to do down the road.

Scott worked with third, fourth and fifth-graders in the Starfish afterschool program at Brooklyn’s PS13, where 93% of students are eligible to receive free or reduced lunches. The Starfish weekly afterschool program focuses on topics that often mirror school curriculum, including the environment, peace, problem-solving and helping the community. Scott and his fellow corps members even invited a representative from a local bank to teach afterschool students about managing money.

While many of the kids in the Starfish program come for homework help, Scott says it’s important they also learn about teamwork and be exposed to positive role models.

“Our afterschool program teaches community awareness, self-awareness, respect and teamwork,” Scott said. He says the program also provides an outlet for kids and keeps them from getting in trouble after school.

Scott, who participated in afterschool programs himself as a kid, understands the importance of connecting kids to positive people and programs when the school day ends.

“I think if kids are active afterschool, it really helps them, both in the classroom and as a person,” he said.
City Year Board Membership

T-Mobile employees proudly serve on City Year boards in nine cities across the country. These employees dedicate their time, knowledge and expertise to support City Year in their local community. In return, City Year offers a spirit of service that inspires employees to give back in their own way.
For the third year, T-Mobile served as the presenting sponsor of cyzygy, City Year’s annual convention for its 1,500 corps members and staff. cyzygy serves as the final time the entire City Year corps will come together as a group before their year of service ends.

In addition to adding some signature magenta to the event, T-Mobile made the event a time of celebration and recognition. Held at Boston’s historic Wang Theatre, the evening held some special surprises and memorable speakers.

T-Mobile kicked off the night with a custom video showcasing the T-Mobile-City Year partnership and thanking corps members for their year of service. T-Mobile’s Chief Customer and Operations Officer, Sue Nokes, also was on hand to present the sought-after T-Mobile Outstanding Afterschool Program Award, given to the City Year team that exemplifies dedication and innovation in afterschool programming. The 2008 honors went to City Year Los Angeles’ Union Avenue team, who overcame significant hurdles to make a real difference in the lives of inner-city youth. The crowd went wild as the Union Avenue team joined Sue on stage and received a $5,000 grant from T-Mobile Huddle Up to support their continued efforts.

The evening came to a memorable close with remarks from a special guest and long-time City Year supporter – former President Bill Clinton. Unconfirmed even as cyzygy kicked off, Clinton made it just in time to address the 2008 corps, discuss the value of service and volunteer work, and accept a signature red City Year jacket.

The seven-member Union Avenue team, sponsored by T-Mobile, came together to face a host of challenges in the Pico Union community. The neighborhood is comprised largely of Spanish-speaking immigrants, more than half of whom are living in the U.S. illegally (according to the U.S. Census). This environment posed significant challenges for the local school system, which was struggling with low test scores and a largely Spanish-speaking student body.

The Union Avenue team developed an afterschool program specifically tailored to the needs of their students – reading and English fluency. They also incorporated other activities, like art projects, science experiments and group work that often were left out of the regular school day. In addition, corps members provided homework help, mentorship and family engagement for afterschool youth.

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“The students have acquired abilities in working collaboratively and cooperatively, which are essential for English language learners to be successful. Our students have benefited greatly from their participation in City Year’s afterschool program,” said Joe Nardulli, Principal of Union Avenue Elementary.
Afterschool Alliance

In support of the Afterschool Alliance’s mission of afterschool advocacy and access, T-Mobile Huddle Up supported several of its special events throughout the year. T-Mobile’s presence and involvement at these events not only furthered the mission of the Afterschool Alliance, but also allowed T-Mobile to advocate for youth and communities across the country.

Afterschool for All Challenge

The eighth annual Afterschool Challenge, held each spring in Washington D.C., drew parents, youth, educators and afterschool program providers for two days of workshops and advocacy, all in support of the afterschool issue.

During the Challenge, youth leaders, including two T-Mobile-sponsored students, visited their Congressional representatives to deliver the message that afterschool is key to kids’ success. T-Mobile Huddle Up selected Jaida Morgan of Lake Washington Girls Middle School (Washington) and Brandon Brown from Alder Creek Middle School (Oregon) to attend the Challenge and be the face of the positive impact of afterschool programs.

Lights On Afterschool

Light On Afterschool, a nationwide event to celebrate the importance of afterschool programming in local communities, united T-Mobile Huddle Up’s two nonprofit partners, City Year and the Afterschool Alliance in San Francisco. The day of celebration began with a T-Mobile Huddle Up service day, organized by T-Mobile and City Year.

Following service, employees joined the Afterschool Alliance, local leaders and youth for a Lights On celebration featuring food, student performances and a cooking demonstration from a local chef.

Afterschool Recycling Program

The Afterschool Alliance, also worked with T-Mobile’s Handset Recycling Program to pilot T-Mobile Huddle Up for Recycling, an afterschool recycling initiative held in three local markets. Students in afterschool programs learned about recycling, brought in old handsets and reaped the rewards – each participating program received a $1,500 grant from T-Mobile’s Handset Recycling group.

T-Mobile Huddle Up Scholarship Program

As college tuition continues to rise, T-Mobile Huddle Up wanted to help make higher education a reality for low-income students. Working with the United Negro College Fund (UNCF), in 2008 T-Mobile launched the T-Mobile Huddle Up Scholarship Program, which provides 10 Washington state high school seniors with scholarships to attend four-year colleges or universities.

Recipients will receive $5,000 a year for up to four years. Students were selected based on academic achievement, unmet financial need and commitment to community service. Many are from single-parent households and would have struggled to pay for college.

Recipients were recognized at an April 2008 T-Mobile company meeting, where they received a plaque and congratulations from Sue Nokes, Chief Customer Officer, and Rene Oberman, CEO of Deutsche Telekom, T-Mobile USA’s parent company. The T-Mobile Huddle Up Scholarship Program is a natural expansion of T-Mobile’s existing partnership with the UNCF to provide summer internships to college students.
As the host city of NBA All-Star Weekend in February 2008, New Orleans and its Recovery School District (RSD) were the focal point for T-Mobile’s partnership with the NBA. With the success of the 2007 NBA partnership in Las Vegas, T-Mobile once again focused on helping kids as part of its NBA All-Star week. Given the post-Katrina environment, T-Mobile recognized the need to do more to help kids and the community. Through T-Mobile Huddle Up for New Orleans, T-Mobile got thousands of employees and customers across the country behind the effort to help New Orleans recover with an employee supply drive and service day, cause promotions throughout the NBA season and special programming during the T-Mobile Rookie Challenge & Youth Jam. In all, T-Mobile Huddle Up for New Orleans provided $200,000 to support afterschool programming in the RSD.

“The best teamwork took place off the court,” said Glenn Zaccara, T-Mobile Senior Manager, Corporate Responsibility. “We were proud to partner with the RSD to help with their recovery efforts.”

Supply-A-School and T-Mobile Huddle Up Day

To engage employees nationwide, T-Mobile employees participated in Supply-A-School, a national online school supply drive. Employees purchased pre-bundled school supply packs online, and ultimately provided $25,000 in much-needed supplies to the RSD. During All-Star week, the supplies were organized for each school by 55 New Orleans-area employees who participated in a special T-Mobile Huddle Up service day. They spent the day packing, sorting and distributing the donated school supplies to 23 RSD schools across greater New Orleans. Thanks to the generosity of T-Mobile’s employees, thousands of RSD students received new backpacks, pencils, markers and other basic supplies they otherwise would have gone without.

Supply-A-School noun: Program created to provide New Orleans youth with the tools they need to succeed in school. T-Mobile employees donated funds, time and sweat to purchase and distribute notebooks, pencils and other basic school supplies to students in need.

T-MOBILE HUDDLE UP SPEAK

Supply-A-School

BY THE NUMBERS

55
Employee volunteers

500
Supply boxes

$25,000
In school supplies

23
Recovery School District schools
“T-Mobile has been an excellent example of private-public partnership in the support of New Orleans public education.”

-Paul Vallas, Recovery School District Superintendent

T-Mobile Huddle Up for New Orleans benefited the New Orleans Recovery School District (RSD), a state-run district that includes many low-performing schools still struggling to rebound from Hurricane Katrina. Created in 2003, the Recovery School District began as an initiative by the Louisiana state legislature to transform underperforming schools into successful schools. In spite of progress since Katrina hit in 2005, the RSD was still struggling with limited resources, lack of extracurricular activities and damaged buildings.

With the help of a $200,000 grant from T-Mobile Huddle Up for New Orleans, the district is focusing on afterschool programming for children in grades 4 through 9 with a concentration on service learning, college and career awareness, and tutoring. The Recovery School District will also use the funds to enhance its partnerships with the Boys and Girls Club, Boy Scouts of America, City Year, and other organizations.

“T-Mobile has been an excellent example of private-public partnership in the support of New Orleans public education,” said Recovery School District Superintendent Paul Vallas. “Through the generosity of their employees, our students had an experience they will never forget. Additionally, the grant is a gift that continues to give in meeting the extracurricular and developmental needs of our students.”

Consumer Promotions

Keeping with the mission of T-Mobile Huddle Up, T-Mobile gave consumers the chance to get involved in creating or enhancing afterschool programming across RSD elementary and middle schools. To make this happen, T-Mobile donated $1 for every NBA All-Star ballot cast by consumers in T-Mobile stores, online or in NBA arenas. T-Mobile also donated $20 for each point scored by that month’s T-Mobile Rookie of the Month, to fund afterschool programs across 23 RSD schools. In all, these promotions raised $50,000. T-Mobile’s Handset Recycling Program donated an additional $150,000 to the T-Mobile Huddle Up for New Orleans program.

For the second consecutive year, more than 6,000 students and chaperones were invited to experience NBA All-Stars at T-Mobile Huddle Up All-Stars. Transported from more than 50 locations around New Orleans, the T-Mobile Huddle Up All-Stars watched from the best seats in the house as the NBA’s top rookies took on the sophomores at the T-Mobile Rookie Challenge & Youth Jam. The lower bowl of the New Orleans Arena was a sea of custom magenta and black jerseys, worn by All-Stars and chaperones. At halftime, RSD students joined Superintendent Paul Vallas on-court to accept a $200,000 check from T-Mobile Huddle Up for New Orleans.
For the third consecutive year, T-Mobile hosted the nation’s top student athletes at the T-Mobile Invitational, an elite high school basketball tournament. The 2008 Invitational drew four boys and four girls teams from Texas, Georgia, Indiana, Washington, Alabama, Mississippi and New Jersey for two days of competition at Ball State University in Muncie, Ind.

Before tournament play kicked off, 150 players and coaches put the values of teamwork, leadership and community service to work at a special T-Mobile Huddle Up service day. The 2008 Invitational marked the third year tournament participants dedicated their time and energy to making a positive impact in the host community.

In 2008, volunteers spent the morning at the Boys & Girls Club of Muncie. Teams worked side-by-side to create inspirational murals, give walls and doors a fresh coat of paint and lay new flooring. They also created a twist on the program’s signature service element with a T-Mobile Huddle Up Zone Café, a space where kids can hang out, enjoy a snack and socialize after school. T-Mobile also provided two new flat-panel TVs for Club youth and staff to enjoy.

Competition kicked off the following day, with CBS College Sports covering the action. After battling it out on the hardwood, the two Indiana teams – Lawrence North (boys) and South Bend Washington (girls) – took the top spots at the 2008 T-Mobile Invitational. The University (N.J.) girls team and Garfield (Wash.) boys team each received the T-Mobile Huddle Up Sportsmanship Award, which recognizes the teams who exemplify sportsmanship both on and off the court.

Derrick Favors, a 6’9” senior from South Atlanta High School, traveled to Ball State with his teammates as one of the nation’s top high school boys basketball players. Favors, who has not yet selected a college, is considering offers from top programs like Georgia, Georgia Tech and North Carolina State.

While South Atlanta fell to Lawrence North in the boys final game, Favors dazzled at the T-Mobile Invitational, scoring 30 points and picking up 21 rebounds in his first game alone. He also lent a hand during the T-Mobile Huddle Up service event by laying new flooring in Boys & Girls Club’s multipurpose room.

Favors said he appreciated the opportunity to meet new people and help a good cause. “It’s just fun,” he said. “I attended my local Boys & Girls Club, and I think it is important to give back to a place that gave to you.”

“T-Mobile has done a lot to help this community.”

“It felt good to be here.”

“I know the kids will enjoy the work we’ve done!”

8 High school teams
15 Gallons of paint
1,480 Square feet of flooring
35 Panel murals
150 Student athletes and coaches

3 exciting days of competition and community service

Spotlight On... Derrick Favors, Junior, South Atlanta High School

The T-Mobile Invitational has drawn the country’s top student athletes in the past, and 2008 was no exception. Derrick Favors, a 6’9” senior from South Atlanta High School, traveled to Ball State with his teammates as one of the nation’s top high school boys basketball players. Favors, who has not yet selected a college, is considering offers from top programs like Georgia, Georgia Tech and North Carolina State.

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After the T-Mobile Huddle Up service day, players and coaches said...
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<th>Media Highlight</th>
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| **Star Press**  
Indianapolis, Ind.  
December 29, 2008  
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**T-Mobile Huddle Up 2008 media impressions:** approximately 4.7 MILLION

**T-Mobile Huddle Up media impressions to date:** approximately 14.7 MILLION
Thank you!

Stay tuned -- there’s more T-Mobile Huddle Up to come in 2009!