Exhibit 2133

DOCKET ALARM Find authenticated court documents without watermarks at <u>docketalarm.com</u>.



Press Room

Announcements

Members of the press, please email us (mailto:contact@locationlabs.com) directly with inquiries.

April 15, 2009



Find authenticated court documents without watermarks at docketalarm.com.

AT&T Keeps Parents and Kids Connected with New AT&T FamilyMap Tool and Affordable New Devices

Application Lets Users View Locations of Family Members from Mobile Device or PC

DALLAS, Texas—April 15, 2009—Staying "dialed" into your kids has never meant more. AT&T today announced the availability of AT&T FamilyMap, a new tool that makes it easy to locate a family member's phone via web browser on a PC or mobile device. In addition, AT&T announced a new Mother's Day promotion featuring three Samsung quick messaging phones, each with a full keyboard that makes it easier to stay in touch, whether through text messaging, e-mail or AT&T FamilyMap.

AT&T FAMILYMAP

For on-the-go families, AT&T FamilyMap is a convenient new tool that lets customers see the location of family members on a map from a PC or AT&T wireless phone.

The service enables users to see details such as location on a map and surrounding landmarks like schools and parks. Users can also toggle between satellite and interactive street maps. Families can customize their mapping experience by assigning a name and photo to each device within their account, and can also label places they visit frequently, like "Home" or "Soccer Field."

Through the tool's schedule checks option, parents can receive alerts at specified times via text or e-mail. For example, parents could request a schedule check every weekday at 4 p.m. to check on their child's location. In another scenario, parents of a teenager who drives could use the tool to check on their child's location instead of calling or texting the teen, which might present a distraction while the teen is on the road. "AT&T FamilyMap is a terrific tool to help busy families keep track of each other, as well as a great way to check up on loved ones for any reason, such as to touch base with elderly family members," said Mark Collins, vice president of Voice and Data Products for AT&T Mobility and Consumer Markets. "More than 60 percent of AT&T wireless customers are part of a family plan or multiple line account, so there's a considerable number of our subscribers whom we believe will find this service beneficial."

Users may locate any phone with which a billing relationship is established—for example, phones that are part of the same wireless account.

In keeping with AT&T's industry-leading stance on privacy, AT&T FamilyMap includes tools that give the primary account owner control in managing privacy preferences. All users on the account receive a text message when their phones first become locatable through AT&T FamilyMap, and those users will receive periodic reminders that their phones can be located. Alternately, the account owner has the option of notifying a phone every time location information is requested. Additionally, account owners receive notification when location information for a phone not already being tracked is requested through the application, and he or she can then choose whether to allow the request.

The service is compatible with all AT&T postpaid mobile phones. Location information is returned with the highest precision when A-GPS (assisted-GPS) technology is available. Alternative location-finding technologies will be utilized to locate users when A-GPS in unavailable¹

Users can locate up to two phones on an account for a monthly subscription of \$9.99, or up to five phones for \$14.99 per month. Customers who sign up for the service will receive the first 30 days free². Standard data usage charges apply, and an unlimited data plan from AT&T is recommended.

...edited...

AT&T FamilyMap was developed jointly by AT&T and WaveMarket Inc., a leader in family safety and location platform solutions. More details on the service are available at FamilyMap (http://www.att.com/familymap).

¹ Device to be located must be turned on and on the AT&T Network. Coverage not available in all areas. Service availability, timeliness or accuracy of location is not guaranteed.

About AT&T

DOCKF'

RM

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 wireless coverage worldwide, 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 their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2008, AT&T again ranked No. 1 in the telecommunications industry on FORTUNE® magazine's lists of the World's Most Admired Companies and America's Most Admired Companies.

< NEWER (HTTP://WWW.LOCATIONLABS.COM/WAVEMARKET-AND-MILLENNIAL-MEDIA-ANNOUNCE-LOCATION-AWARE-ADVERTISING-INITIATIVE/)

OLDER > (HTTP://WWW.LOCATIONLABS.COM/WAVEMARKETS-VERIPLACE-LOCATION-AGGREGATION-PLATFORM-OPENS-PUBLICLY-FOR-ALL-DEVELOPERS/)

© 2015 Location Labs All Rights Reserved | Privacy Policy (/privacy-policy/) | Contact (/contact-us/) | (<u>http://twitter.com/locationlabs</u>) (<u>http://www.linkedin.com/company/location-labs</u>)