



## Trimble and AT&T Make It Easier to Stay Fit and Healthy With New Application for AT&T GPS-Enabled Mobile Phones

### AllSport GPS Turns Select AT&T Phones Into Versatile Fitness Training and Performance Tracking Tools

DALLAS and SUNNYVALE, Calif., Nov 05, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- In time to work off the stress and creeping pounds that often come with the holidays, Trimble (Nasdaq: TRMB) and AT&T Inc. (NYSE: T) today announced the availability of the AllSport GPS(TM) application that lets users track their exercise activity on select GPS-enabled AT&T wireless phones.

From the handset, the application monitors time, speed, calories burned and distance traveled during outdoor workouts such as running, walking, biking and snowboarding. Users can store workouts to monitor progress, view weekly activity logs, map their favorite routes and share activities with friends.

Through the Trimble Outdoors Web site (<http://www.trimbleoutdoors.com>), subscribers can also:

- Browse an online library of professional and user-generated trips.
- Upload and recommend routes and customize trips taken by others.
- Download maps in topographic, street and aerial views to their wireless phone.
- Send guided workouts to their phones and "race" against the person who originally uploaded the workout.

"This is a terrific example of how third-party applications are helping our customers get the most from their mobile phones," said Mark Collins, vice president of Consumer Voice and Data Services, AT&T Mobility & Consumer Markets. "AllSport GPS is an application that is ideal for customers who embrace fitness and want easy-to-use, close-at-hand tools for tracking their goals."

Rich Rudow, managing director, Trimble Outdoors, said: "Now that GPS is becoming a hot feature in cell phones, users are looking for a variety of ways to take advantage of the technology, including using them for fitness and recreation. With AllSport GPS, AT&T customers now have access to a full-featured fitness training application for their GPS cell phones. In combination with the Trimble Outdoors Web site, users can now manage all their content with a simple trip editor or download and experience thousands of professionally created trips. AllSport GPS provides an incredible opportunity for users to plan workouts and monitor their training progress using the cell phone they carry every day."

#### Availability

AllSport GPS is available on select GPS-enabled AT&T mobile phones for a \$5.99 monthly subscription. It can be purchased from the AT&T MEdia Mall, which is accessible from AT&T handsets and online at <http://www.att.com/mediamall>. New subscribers can sign up for a free seven-day trial.

For a full list of supported phones, visit <http://www.TrimbleOutdoors.com/go/ATT>. Standard data usage charges apply. An unlimited data plan is strongly recommended with this application. Details on AT&T data plans can be found at <http://www.att.com/wireless>.

#### 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 and the nation's leading wireless, 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 <http://www.att.com>.

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#### About Trimble Outdoors

Trimble Outdoors is a family of GPS-on-cellular applications for consumers.

With Trimble Outdoors, consumers can use their GPS-enabled cell phones to navigate trails and highways, track workout performance, geocache, and create, manage and share those experiences with others.

By leveraging Trimble's 30 years of commercial expertise in GPS, software, and communications, Trimble Outdoors delivers cost-effective and convenient position-based services that promote consumers' well-being, security and active lifestyle.

For more information about Trimble Outdoors, visit <http://www.TrimbleOutdoors.com>.

#### About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location -- including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978 and headquartered in Sunnyvale, Calif., Trimble has a worldwide presence with more than 3,800 employees in over 18 countries.

For more information, visit: <http://www.trimble.com>

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