

News Release



For more information, contact:

Greg Brutus
AT&T

Tel: +852 2506 5046
Cell: +852 9387 5524
Email: greg.brutus@ap.att.com

Markus Lim Han King
MCMC

Tel: +603 8688 8352
Cell: +6019 600 1694
Email: markus.lim@cmc.gov.my

ENTHUSIASTIC RESPONSE TO *MDD2013*

Malaysian Entrepreneurs Prepare to Create Innovative Apps at Joint MCMC-AT&T Event

KUALA LUMPUR, SEPTEMBER 5, 2013 – More than 200 creative individuals, including developers, designers, students, marketing specialists and entrepreneurs, have signed up to participate in this weekend's inaugural Malaysia Developers' Day.

Jointly organized by the Malaysian Communications and Multimedia Commission (MCMC) and AT&T, the Malaysia Developers' Day (MDD) is designed to empower participants to rapidly build innovative mobile apps and jumpstart new business creation. MDD2013 is an intensive 24-hour challenge that provides the tools, knowledge and expert support participants need to then form teams, generate ideas and efficiently build powerful apps within a very tight timeframe. The event, the first of such in Asia Pacific, follows an AT&T-developed format proven in the US.

"The Malaysia Developer's Day will bring together like-minded individuals who want to learn about new technologies, refine their skills and collaborate in pursuit of their start-up dreams. We have a good mix of people signed up, which bodes well for an exciting weekend of innovation and entrepreneurship in Kuala Lumpur," said John Donovan, AT&T senior executive vice president of AT&T Technology and Network Operations.

"MCMC is delighted with the enthusiastic response to our first Malaysia Developers' Day event. Their enthusiasm is a clear testament that the future is bright for the app industry in Malaysia. Our participants are being given a unique opportunity to work through the collaboration of MCMC and AT&T, hence capitalizing on the power of mobile technology to transform their creative ideas into business success," said MCMC Chief Officer for Industry Development Dato' Mohd Ali Hanafiah.

The Malaysia Developers' Day is being held at The Westin Kuala Lumpur from 4:00 pm Sept. 7, 2013 (registration starts at 9:00 am) to 4:00 pm Sept. 8, 2013. Benefiting from access to AT&T's

pre-built Application Programming Interfaces (APIs) and technology transfer from AT&T experts from Asia and the US, teams will produce working prototypes of entrepreneurial apps and vie for cash prizes totaling USD14,000 (circa RM\$44,000).

**AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

Find More Information Online:

Web Site Links:

[AT&T News](#)

Related Media Kits:

[AT&T Network News](#)

[AT&T Wireless News](#)

Related Releases:

[AT&T Launches "Super" Cell Sites At San Diego Comic Book Convention](#)

[AT&T to Launch Innovation Center in Atlanta and Add Second Dallas-Fort Worth Location](#)

[AT&T MBA Labs Program Gets Products to Market More Quickly Than Ever](#)

Related Fact Sheets:

[AT&T Coverage Viewer](#)

About MCMC

The Malaysian Communications and Multimedia Commission (MCMC) is a statutory body established under the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) which implements and promotes the Government's national policy objectives for the communications and multimedia sector. MCMC regulates and promotes the development of the communications and multimedia industry which includes telecommunications, broadcasting, and online activities, postal services and digital certification. The Communication and Multimedia Act provides that MCMC undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission. For more news and information, visit www.mcmc.gov.my.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and [one of the most honored companies in the world](#) in the world. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the largest 4G network in the United States, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands.

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>. This AT&T news release and other announcements are available at

<http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at @ATTBusiness.

© 2013 AT&T Intellectual Property. All rights reserved. 4G not available everywhere. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.