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MELT, LLC “Assists” AT&T U-verse and The FOX Soccer Channel With the 2010 “Soccer Skills Challenge” and Performs a “Hat Trick” in Four U.S. Key Markets!

ATLANTA, GA (October 5, 2010) –MELT, LLC (Marketing, Entertainment, Lifestyle, Trends) is proud to announce the highly successful completion of the 2010 “Soccer Skills Challenge”! The “Soccer Skills Challenge” promotion was created to build AT&T U-verse equity leveraging their partnership with FOX Soccer Channel (FSC) and raise consumer awareness for AT&T’s new video services and FSC’s availability on the U-20 package.

The “Soccer Skills Challenge” was in play in the following U.S. markets: Dallas, Texas, Houston, Texas, San Jose, California and Bakersfield, California. The Challenge gave thousands of guests the opportunity to accept a pass, dribble a ball through cones and score a goal by kicking a ball in one of 4 targets in the goal area. The activation area included 4 local ambassadors in branded attire and they guided guests through the “Soccer Skills Challenge” area.

Vince Thompson, President and CEO of MELT, “The goal was to make the guests who attended the events in these strategically defined markets a fully integrated and interactive experience-where they could test their soccer skills, meet key soccer players and soccer talent, and be exposed to the great products, services and programming of AT&T U-verse and the FOX Soccer Channel!”

Consumer response to the “Soccer Skills Challenge” promotion was fantastic. Some immediate feedback response included:

“I really like the “Soccer Skills Challenge”! Can I play again?”

“I want more information about AT&T U-verse! What kind of sports packages do they have and are they in my area?”

“FOX Soccer Channel has such great programming! I’m such a big fan and had a blast testing my skills in the “Soccer Skills Challenge”!”

About MELT

MELT, LLC is an Atlanta based fully-integrated marketing agency offering clients advertising, original content development, digital, social media, event and experiential marketing, retail and

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consumer promotions, brand strategy and sports property evaluation and activation. Founded by CEO and President Vince Thompson in 2001, MELT represents major consume brands and corporations including The Coca-Cola Company, State Farm, Avon, Shane's Rib Shack, Planet Smoothie, The Southeastern Conference, and more.

MELT is an award-winning agency: **American Marketing Association**: Best Integrated Marketing Program, **Horizon Awards for Sports Business**: Best Integrated Marketing Program, **ADWEEK**: Buzz Marketer of the Year Award, **Ava Platinum Award**: Best TV Campaign, **MarCom Gold Award**: Best Advertising Campaign, **EX Award Finalist**: Best Production of an Event Gold Award and **MIN**: Best Custom Publishing Award. To learn more about **MELT**, visit: www.meltatl.com, become a fan: www.facebook.com/meltatl or follow us: www.twitter.com/meltatl.

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