

**For Immediate Release**  
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## **LOCAL FEMALE BUSINESS LEADER SELECTED FOR MEMBERSHIP IN AT&T WOMEN ENTREPRENEURS' FORUM**

*Rachel Weeks, an ethical fashion entrepreneur and leader in the collegiate fashion industry, is joining women business leaders nationwide to identify future business communications requirements and trends.*

**DURHAM, NC, October 19, 2011** — To serve the emerging communications technology needs of U.S. women-owned businesses and help drive continued innovation and growth, Rachel Weeks, Chief Executive Officer and Founder of School House, has been selected by AT&T\* for participation in the company's recently launched AT&T Women Entrepreneurs' Forum.

The forum, announced last September by Cathy Martine, AT&T Executive Vice President of Small Business Solutions, at the annual Women Impacting Public Policy Conference in Washington D.C., brings together 30 of the most accomplished leaders of women-owned businesses from across the country.

Forum members include entrepreneurs and business leaders in telecom, marketing, consulting, advertising, communications, healthcare, and accounting. The forum will focus on members' business communications technology needs, future trends in their respective industries, and provide a look into how AT&T can help their businesses grow.

The country's eight million women-owned businesses generate a U.S. economic impact of \$3 trillion, according to a 2009 study from the Center for Women's Business Research.

"It's an honor to join such a diverse, accomplished group of women who are leveraging the power of technology for women entrepreneurs nationwide. It couldn't be a more timely, important mission for the American economy," Weeks says.

"The AT&T Women Entrepreneurs' Forum is designed to drive innovation and operational excellence by encouraging the sharing of new ideas, different perspectives and proven best practices," Martine said. "Women-owned businesses today are creating new jobs and will play a big role in the country's economic recovery. To continue this trend, they need the latest communications technology, and AT&T is committed to helping ensure that's it's both available and affordable."

AT&T was recognized earlier this year for its leadership in women's business issues by the Women's Business Enterprise National Council and the National Association for Female Executives.

Members of the AT&T Women Entrepreneurs' Forum held an inaugural conference at AT&T's Global Network Operations Center in Bedminster, New Jersey last December and have plans to gather in person at AT&T's headquarters in Dallas, Texas for the Spring 2011 conference.

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#### **About School House**

In 2007, Rachel Weeks traveled to Sri Lanka as a Fulbright Scholar to build a socially responsible clothing company. Her dream, which started with a t-shirt and an order from her alma mater at Duke, has transformed into School House, a fashion-forward, ethically sourced collegiate apparel brand. School House's collections of men's and women's "Made in America" collegiate tees, hoodies, lounge pants, dresses and more are available online at [www.shopschoolhouse.com](http://www.shopschoolhouse.com) and at 100+ collegiate bookstore retailers nationwide.

*Connect with School House on the following social media channels:*

Facebook, [www.facebook.com/shopschoolhouse](http://www.facebook.com/shopschoolhouse)

Twitter, @schoolhouseinc

YouTube, <http://www.youtube.com/schoolhouseinc>;

Flickr, <http://www.flickr.com/photos/schoolhouseinc/sets/>

Wordpress Blog: Feel Good Fashion, [www.shopschoolhouse.wordpress.com](http://www.shopschoolhouse.wordpress.com)

#### **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. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, 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<sup>®</sup> and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.

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