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T-Mobile USA Sponsors 2nd Annual Mobile Giving Forum

Promotes Mobile Giving as Critical Medium for Charity Fundraising

SEATTLE, WA – October 24, 2011 – The [Mobile Giving Foundation \(MGF\)](#), the pioneer of mobile giving dedicated to helping charitable organizations raise funds through the mobile channel, today announced that [T-Mobile USA, Inc.](#) has joined the 2nd Annual [Mobile Giving Forum](#) as an official sponsor. Held on October 27 at the [French Institute Alliance Française](#) in New York City, the Forum will gather non-profit organizations (NPOs), corporate foundations, wireless carriers, technology providers and other influencers from the growing mobile-giving ecosystem for a day-long program on the advancement of mobile philanthropy.

“The mobile channel is such a powerful tool for helping non-profit organizations promote their cause, educate and activate donors, and raise funds to grow their mission,” said Venetia Espinoza, Director-Digital Stores and Mobile Payments, T-Mobile USA. “We are very proud to support the Mobile Giving Forum in its efforts to raise awareness in the non-profit community about text-to-give fundraising as well as other mobile technologies and best practices that will drive donor engagement.”

“North American carriers such as T-Mobile USA offer 100-percent pass-through of donor funds to recipient charities, absorbing the overhead and costs associated with provisioning text-to-give shortcodes, customer billing and so much more,” said Jim Manis, Chairman and CEO, Mobile Giving Foundation. “It is a great ‘give back’ by the carriers as an example of their own corporate philanthropy, and T-Mobile’s sponsorship is even more reflective of its commitment to the medium and helping the nation’s non-profit community.”

According to Manis, T-Mobile’s sponsorship will help subsidize the attendance of non-profit participants. To encourage wider attendance by charitable organizations, the \$195 early-bird registration fee will be waived for the first 100 non-profit professionals who provide a verifiable

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501(c)3 Federal Non-Profit Tax ID Number during the online [registration process](#) (limit two attendees per organization).

Other sponsors for the event include [Verizon Foundation](#), [BBB Wise Giving Alliance](#), [Cellfish Media](#), [Canadian Wireless Telecommunications Association \(CWTA\)](#), [Microsoft Tag](#), [Mobile Commons](#), [Wiley Rein LLP](#) and [OpenMarket](#).

For more information on the Forum, its program or sponsorship opportunities for the event, visit www.mobilegivingforum.com or follow @mobilegf2011 on Twitter.

About T-Mobile USA, Inc.

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. wireless operation of Deutsche Telekom AG (OTCQX: DTEGY). By the end of the second quarter of 2011, approximately 128 million mobile customers were served by the mobile communication segments of the Deutsche Telekom group — 33.6 million by T-Mobile USA — all via a common technology platform based on GSM and UMTS and additionally HSPA+ 21/HSPA+ 42. T-Mobile USA's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile USA among the highest in numerous regions throughout the U.S. in wireless customer care and call quality. For more information, please visit <http://www.T-Mobile.com>. T-Mobile is a federally registered trademark of Deutsche Telekom AG. For further information on Deutsche Telekom, please visit www.telekom.de/investor-relations.

About The Mobile Giving Foundation

The Mobile Giving Foundation (MGF) was founded in 2007 to create a “mobile giving channel” that empowers non-profit organizations and donors. Working with North America’s top mobile carriers, the MGF enables the mobile channel for charitable giving by providing the organizational layer, operational guidelines and technical infrastructure for non-profit organizations and donors to use the incredible power and convenience of mobile technology. The "Mobile Giving Channel" gives wireless users a simple and immediate way to receive and respond to appeals from worthy causes with the donation charged back to the carrier bill and 100% of the donation going to the designated charity. For further information, refer to the MGF Web site at www.mobilegiving.org.