



## AT&T Celebrates Black Friday Early with iPhone 14 on Us

*Save Big on Apple Watch, iPad and More*

*Our Best Deals are Wrapped Up for Everyone – This Holiday Season, Every Day*

DALLAS, Nov. 18, 2022

**UPDATE Dec. 2, 2022:** Our holiday deals just got even sweeter! New and existing AT&T Consumer and Business customers can now enjoy up to \$1,000 off ANY iPhone 14 model. That means you can also get the new [iPhone 14 Pro](#) on us with eligible trade-in<sup>1</sup>. Customers can take advantage of this deal beginning today. For the latest offer details, visit [att.com](#) or [business.att.com](#).

At AT&T\*, we appreciate ALL our customers, which is why we treat both new AND existing customers to the best deals available – this holiday season and year-round. From trade-in options to no trade-in required and low monthly payments, we have deals to match everyone's budget. Plus, with convenient features like free shipping and flexible returns, we make holiday shopping and giving your favorite people the gift of connection a breeze. To take advantage of these offers, you'll need to buy on a qualifying installment plan and have an eligible unlimited plan.

### Everyone can save big on iPhone.



[iPhone 14](#)

\$0 with eligible trade-in<sup>1</sup>



[iPhone 14 Plus](#)

\$0 with eligible trade-in as of Dec. 2<sup>1</sup>



[iPhone 13](#)

\$5/mo., no trade-in required<sup>2</sup>



[iPhone 12 mini](#)

\$1/mo., no trade-in required<sup>2</sup>

### Everyone can save big on Apple Watch and iPad, too.



### Apple Watch SE/7/SE 2<sup>nd</sup> Gen/8/Ultra

Buy Apple Watch and Enjoy Apple Watch SE on Us<sup>3</sup>



### iPad 9<sup>th</sup> Generation

Less than \$9/mo.<sup>4</sup>

For more devices and our latest offers, check out our full [holiday gift guide](#).

**What are the best ways to shop at AT&T?** We offer many ways for you to shop the way you want.

- **AT&T Right To You:** For a personal, white glove delivery and expert setup service, try [AT&T Right To You](#)<sup>5</sup> – you can pick when and where you want to receive your device. You can also order online and choose same day pick-up at a store near you<sup>6</sup>.
- **myAT&T app:** Download our free app with updated features like calendar reminders for special offers and even simpler navigation that gets you to the devices you're looking for faster. Text myATT to 556699 for the link.
- **AT&T Points Plus<sup>SM</sup> Card from Citi:** Turn your holiday purchases into rewards for you. Use our new AT&T Points Plus Card from Citi and earn up to \$240 back in Citi statement credits each year towards your qualifying AT&T wireless bill after eligible spend<sup>7</sup>. Plus, earn Citi ThankYou® Points for every dollar you spend. Learn more at [att.com/attpointsplus](https://att.com/attpointsplus).

**How can I avoid Wi-Fi battles this winter?** If you're hosting for the holidays, you can expect an influx of devices connecting to your Wi-Fi network. With more people sharing a connection, they'll need fast, reliable internet to help keep the peace. In fact, according to a recent Recon Analytics Survey commissioned by AT&T, if you have children in your home, you are nearly twice as likely to have a connectivity scuffle take place during the holidays. Help keep the peace this season and get AT&T Fiber, delivering speeds up to 5 Gigs in select areas. With superfast speeds and 99% reliability<sup>8</sup>, it's the ideal choice for delivering internet.

In the spirit of giving, we have these great deals if you sign up for AT&T Fiber:

- **Reward Card:**



- Get a Reward Card up to \$200 when you order online.<sup>9</sup>
- Existing customers on any postpaid wireless plan who sign up for Internet 300 and higher plan can get a \$200 Reward Card.<sup>10</sup>
- **Smart Home Bundles:**
  - Visit the [AT&T Fiber Amazon Storefront page](#) or [att.com](#) and purchase AT&T Fiber and get an Amazon Smart Home Accessory Package (\$329.95 value) or a Reward Card.<sup>11</sup>
  - Sign up for AT&T Fiber in a participating retail store or via call center and get a Google Holiday Smart Home Bundle (\$223.97 value).<sup>12</sup>

**What are people saying?** “At AT&T, we like to reward everyone by giving both new and existing customers our best deals on smartphones while shopping this holiday season,” said Jeni Bell, senior vice president of wireless product marketing, AT&T. “Our customers can also enjoy feeling confident in their selections and efficient with their time through our expert service and convenient shopping options.”

**What about AT&T PREPAID<sup>SM</sup> customers?** AT&T PREPAID<sup>SM</sup> customers can enjoy sweet deals, too – and with no credit check. Get iPhone SE (2<sup>nd</sup> Gen) for \$49.99 or iPhone 11 for \$149.99, when purchased in-store on an unlimited plan with autopay<sup>13</sup>. For more information on AT&T PREPAID<sup>SM</sup> offers, visit [att.com/prepaiddeals](#).

Customers looking for a single line on a tight budget, we have plans for that, too. AT&T PREPAID<sup>SM</sup> has plans with 5G starting at \$30/mo. for a single line.

**What about AT&T Business customers?** AT&T Business customers can also take advantage of our best deals on every iPhone! Customers can save \$150 on every new line they activate on an installment plan with an eligible AT&T Business Unlimited plan<sup>14</sup>. Plus, customers who order in Premier can save up to \$100 on their new smartphone<sup>15</sup>. For more details, visit [att.com/smallbusiness/wireless](#) or, for larger customers, [att.com/premier](#) or [business.att.com](#).

<sup>1</sup> **Limited time.** Req’s min. \$800 on installment plan and eligible unlimited plan (min. \$75/mo. before discount; AT&T may temporarily slow data speeds if the network is busy). Well-qualified customers. iPhone 14 128GB and 256GB, iPhone 14 Plus 128GB and 256GB and iPhone 14 Pro 128GB for \$0; other iPhone 14, 14 Plus, 14 Pro or 14 Pro Max models up to \$1000 off after monthly credits over term of the installment plan. Trade-in must be in good condition w/min. \$230 trade-in value. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** No credit for optional \$6/mo. Next up upgrade feature. \$35 Activ./Upgrade, add’l fees, taxes & other charges, & restr’s apply. See [att.com](#) for more details.

<sup>2</sup> **Limited time.** Req’s 0% APR 36-mo. agmt. and eligible unlimited plan (min. \$75/mo. before discount; AT&T may temporarily slow data speeds if the network is busy). For well-qualified customers. iPhone 12 mini 64GB for \$1/mo.; iPhone 13 128GB for \$5/mo.; iPhone 13 Pro 128GB for \$15/mo. or iPhone 13 Pro Max 128GB for \$20/mo. after credits



over 36 mos. Credits start w/in 3 bills. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** No credit for optional \$6/mo. Next up upgrade feature. \$35 Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See [att.com](http://att.com) for more details.

<sup>3</sup> **Limited time offer.** Req's new line & min. \$279.99 per device on qualifying installment plan. Well-qualified customers only. Up to \$330 off after monthly credit over term of the installment plan (starts w/in 3 bills). Other elig. plans may be available. **If svc cancelled, device balance due. If svc. on other line is cancelled w/in 90 days, credit stops.** \$35 Activ./Upgrade, add'l fees, taxes, & restr's apply. See [att.com](http://att.com) for offer details

<sup>4</sup> **Limited time offer.** Req's new line & min. \$459.99 on qualifying installment plan. Well-qualified customers only. iPad 9th Gen 64GB for \$8.61/mo. after monthly credit over 36-mo. installment plan (starts w/in 3 bills). Other elig. plans may be available. **If svc cancelled, device balance due. If svc. on other line is cancelled w/in 90 days, credit stops.** \$35 Activ./Upgrade, add'l fees, taxes, & restr's apply. See [att.com](http://att.com) for offer details.

<sup>5</sup> AT&T Right To You<sup>SM</sup>:

Same-day delivery subject to availability. Select areas only. See [att.com/righttoyou](http://att.com/righttoyou) for details.

<sup>6</sup> In-store pickup subject to availability

<sup>7</sup> AT&T Wireless customers can earn a \$20 statement credit after they spend \$1,000 or more on purchases in a billing cycle or a \$10 statement credit after they spend \$500 - \$999.99. To qualify for the monthly statement credit, cardmembers must enroll their AT&T consumer postpaid wireless account in Paperless billing and AutoPay at AT&T with their AT&T Points Plus Card as the payment method.

<sup>8</sup> Based on network availability.

<sup>9</sup> **Ends 1/5/23. Online only at att.com.** For new residential AT&T Fiber customers only. Residents of select multi-dwelling units are not eligible for this offer. **\$150 Reward Card** with purchase of Internet 300 or 500, or **\$200 Reward Card** with purchase of Internet 1Gig or higher plan.

<sup>10</sup> **Ends 1/5/23.** For existing AT&T wireless customers with active service on any postpaid wireless plan who sign up for AT&T Fiber. Must be new residential AT&T Internet customer. Residents of select multi-dwelling units not eligible..

<sup>11</sup> \$150 w/300 or 500M; \$200 w/1Gig or higher. Redemption req'd. Ltd. avail/areas.

<sup>12</sup> Internet 300M+ (min \$55/mo +taxes w/Autopay & Paperless billing.) **Terms apply**, redemption req'd. Limited avail/areas.

<sup>13</sup> Ends 12/1/22. Must activate new line on a min. \$65/mo. phone plan (+ tax). Req's AutoPay if buying in-store. First mo. svc. charge & tax due at sale. Activ. (in-store, \$15/line) & other fees, terms & restr's apply.

<sup>14</sup> Wireless is min. \$85/mo. before discounts. **Limited time offer.** Avail. only to qual. business customers. Limit 5 lines per online order. Req's new line(s). Up to \$150 in bill credits (per line) applied over term of the installment plan; starts w/in 3 bills. **If svc cancelled, credits stop.** Fees, taxes, charges, & restr's apply.

<sup>15</sup> New lines or upgrades. Req's purchase of a new eligible smartphone (excludes AT&T Certified Restored) w/a new 2-yr svc. commitment on elig. qualified postpaid service (voice and data) (min. \$50/mo. on AT&T Mobile Share Plus for Business plan for new svc after AutoPay discount; pay min. \$60/mo. until discount starts w/in 2 bills). Other qual. plans available. Existing customers can add to elig. current plans. *Up to \$100 discount applied at checkout. Final discounted device price will not be less than \$0.99.*



**\*About AT&T**

We help more than 100 million U.S. families, friends and neighbors, plus nearly 2.5 million businesses, connect in meaningful ways every day. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at [about.att.com](https://about.att.com). Investors can learn more at [investors.att.com](https://investors.att.com).

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