



AT&T to Offer New Yellow Color for iPhone 14 and iPhone 14 Plus

The new yellow iPhone 14 and iPhone 14 Plus are available to pre-order starting on Friday, March 10

New and existing AT&T customers get the best deals on every iPhone,¹ including the new yellow iPhone 14 on us and the yellow iPhone 14 plus for up to \$800 off with eligible trade-in.

DALLAS, Mar. 7, 2023

What's the news? AT&T* will offer the new yellow [iPhone 14](#) and [iPhone 14 Plus](#), adding even more color choices to the iPhone 14 lineup. Beautifully designed and built to last, iPhone 14 and iPhone 14 Plus have a durable Ceramic Shield front cover, an updated internal design for better sustained performance and easier repairs, and incredible battery life — with the iPhone 14 Plus offering the longest battery life of any iPhone ever.² Both models include a dual-camera system for stunning photos and videos, the powerful A15 Bionic chip with 5-core GPU, [AT&T 5G](#)³, and innovative safety capabilities including Crash Detection and Emergency SOS via satellite. The new yellow iPhone 14 and iPhone 14 Plus will be available to pre-order this Friday, March 10, with availability starting Tuesday, March 14.

Only AT&T consistently provides the best deals on smartphones for new and existing customers. Beginning March 10, customers can get the new yellow iPhone 14 on us and iPhone 14 Plus for up to \$800 off with eligible trade-in.⁴

What about the features?

The 6.1-inch iPhone 14 and 6.7-inch⁵ iPhone 14 Plus feature a durable aerospace-grade aluminum design that is water-and dust-resistant,⁶ with a Ceramic Shield front cover that is tougher than any other smartphone glass, protecting iPhone from common spills and accidents. A15 Bionic chip with 5-core GPU brings powerful, pro-level performance to iPhone 14, enabling faster speeds for demanding workloads and even smoother graphics for video apps and high-performance gaming — all while delivering incredible battery life, with iPhone 14 Plus offering the longest battery life of any iPhone ever.¹ iPhone 14 and iPhone 14 Plus feature an impressive 12MP Main camera with a larger sensor for gorgeous photo and video capture, and an Ultra Wide camera to get unique perspectives,



along with video features like Action mode and Cinematic mode. Both models come in six beautiful colors — midnight, blue, starlight, purple, (PRODUCT)RED⁷, and now, yellow, and include a gorgeous Super Retina XDR display with OLED technology, along with Dolby Vision.

iPhone 14 and iPhone 14 Plus offer critical safety capabilities that can provide emergency assistance when it matters most. Emergency SOS via satellite enables users to message with emergency services while outside of cellular and Wi-Fi coverage, and Crash Detection can detect a severe car crash and automatically dial emergency services when a user is unconscious or unable to reach their iPhone. When paired with Apple Watch, Crash Detection seamlessly leverages the unique strength of both devices to get users help efficiently.⁸

Providing You a Better Experience.

Research shows customers expect flexibility, simplicity, expertise, great value – and to feel appreciated. We listened and broke with the industry to do things differently:

- **AT&T Active Armor:** Step up your security. Download the free AT&T ActiveArmor mobile security app to help block spam calls, secure your personal data and more. Learn more at att.com/activearmor.
- **Unlimited Your Way:** Pick the perfect plan for each family member. All our unlimited plans include AT&T 5G² and AT&T ActiveArmorSM mobile security.⁹ Starting at \$35/mo. (for 4 lines).¹⁰
- **International Travel with AT&T:** Stay connected while abroad. Use your phone like you do at home with unlimited high-speed data, talk, and text, in 210+ destinations for \$10/day.¹¹ We also include unlimited talk, text and high-speed data in 19 Latin American countries for customers on our Unlimited Premium plan at no extra cost.¹²
- **AT&T Right To You:** Get fast personal delivery and expert setup. All free. You can also enjoy free shipping with flexible returns, as well as same day¹³ pick-up, either in-store or curbside.
- **5G Connectivity:** iPhone 14 is powered by fast, reliable, secure AT&T 5G. Enjoy fast 5G speeds while downloading the latest apps, sharing videos and gaming on the go.¹⁴

What about business customers?

AT&T Business customers can also take advantage of our best deals on every iPhone, including the new yellow color! Plus, customers can save up to \$250 on



every new line they activate on an installment plan with an eligible AT&T Business Unlimited Plan¹⁵. And starting March 10, 2023, AT&T business customers can pre-order iPhone 14 starting at \$348.99 with a two-year service commitment¹⁶ and an additional \$100 off if ordered on Premier.¹⁷ For more details, visit business.att.com.

What about FirstNet?

The new yellow iPhone 14 and iPhone 14 Plus come FirstNet Ready®, which means first responders can use these devices to access a one-of-a-kind 5G experience on FirstNet, and get the early benefits of this next-generation connectivity while continuing to use LTE, the current gold standard for reliable mobile broadband, for their mission-critical needs. First responders maintain voice communications with always-on priority and preemption on LTE, while the FirstNet network determines the best route for data traffic, whether that's 5G or LTE spectrum.

For more information, visit [Apple iPhone 14](#).

FirstNet and the FirstNet logo are registered trademarks and service marks of the First Responder Network Authority. All other marks are the property of their respective owners.

¹ Legal Offers vary by device. Restrictions apply.

All battery claims depend on the cellular network, location, signal strength, feature configuration, usage, and many other factors; actual results will vary. The battery has limited recharge cycles and may eventually need to be replaced. Battery life and charge cycles vary by use and settings. Battery tests are conducted using specific iPhone units. See apple.com/batteries and apple.com/iphone/compare for more information.

² AT&T 5G requires compatible plan and is not available everywhere. Go to att.com/5Gforyou for details.

³ Offers vary by device. **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 for \$0; other iPhone 14, 14 Plus, 14 Pro or 14 Pro Max models up to \$800 off after monthly credits over term of the installment plan. Trade-in must be in good condition w/min. \$130 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.

⁴ The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches (iPhone 14), or 6.68 inches (iPhone 14 Plus) diagonally. The actual viewable area is



smaller.

⁵ iPhone 14 and iPhone 14 Plus are splash-, water-, and dust-resistant, were tested under controlled laboratory conditions, and have a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters for up to 30 minutes). Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage is not covered under warranty.

⁶ Every iPhone 14 and iPhone 14 Plus (PRODUCT)RED purchase now contributes directly to the Global Fund to combat pandemics like COVID-19 and AIDS.

⁷ Crash Detection is designed for four-wheel passenger vehicle crashes with certain mass, Gforce, and speed profiles consistent with severe, life-threatening crashes. It was designed for severe, life-threatening, high-impact front and rear, side-swipe, T-bone, and rollover crashes. Crash Detection is available worldwide on iPhone 14, iPhone 14 Plus, iPhone 14 Pro, iPhone 14 Pro Max, Apple Watch Series 8, Apple Watch SE, and Apple Watch Ultra.

⁸ AT&T may temporarily slow data speeds if the network is busy.

⁹ Price for Unlimited Starter plan after autopay and paperless billing discount. Taxes and fees extra. Other terms and restr's apply.

When added to your Unlimited plan. Coverage and data speed vary.

¹⁰ Coverage and data speeds vary. Int'l usage should not exceed domestic.

¹¹ Same day delivery subject to availability. Select areas only.

¹² Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G not available everywhere. Go to att.com/5Gforyou for details.

¹³ 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 \$250 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.

¹⁴ Available to qualified business customers. Wireless service is required and is extra. \$50 Upgrade, early termination fee, other fees, taxes, charges & restr's apply.

¹⁵ 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 eligible 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 eligible. 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 to greater possibility. 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. Investors can learn more at investors.att.com.

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