



DALLAS, Sept. 9, 2024

AT&T to Offer All-New iPhone 16, iPhone 16 Plus, iPhone 16 Pro, iPhone 16 Pro Max, Apple Watch Series 10, Apple Watch Ultra 2 in Black Titanium

Get the latest iPhone 16 on us with eligible trade in - available to pre-order beginning Friday, September 13; And – new customers who add AT&T Fiber are eligible for a new deal with iPhone 16 Pro on us

Key Takeaways:

- Available through att.com, myAT&T app, and in-stores, customers can pre-order iPhone 16 lineup and newest Apple Watches starting September 13 and can purchase online and in stores starting September 20. Find your nearest AT&T store [here](#).
- Get the new iPhone 16 Pro on us, guaranteed.¹ And – new AT&T Fiber customers are eligible to get iPhone 16 Pro Max on us.² Offer ends October 10, 2024.
- Plus, get the [latest iPhone](#) every year with AT&T Next Up Anytime.³

Available through att.com, myAT&T app, and in-stores, AT&T customers can pre-order iPhone 16 and iPhone 16 Plus, built for Apple Intelligence¹ with the all-new A18 chip, Camera Control, powerful upgrades to the advanced camera system, the Action button to quickly access useful features, and a big boost in battery life; iPhone 16 Pro and iPhone 16 Pro Max, powered by the A18 Pro chip and built for Apple Intelligence, featuring larger display sizes, Camera Control, innovative pro camera features, and a huge leap in battery life; Apple Watch Series 10, the thinnest Apple Watch yet, featuring the biggest, most advanced display of any Apple Watch, new sleep apnea notifications,² faster charging, water depth and temperature sensing, and the breakthrough health and fitness insights of watchOS 11; Apple Watch Ultra 2 in a stunning new black finish alongside a new Titanium Milanese Loop band, packed with additional insights including sleep apnea notifications.²



Available through att.com, myAT&T app, and in-stores, customers can pre-order iPhone 16 series and the newest Apple Watch starting September 13 and can purchase online and in-stores starting September 20. With AT&T, new and existing customers **get our best deals on the new iPhone, including:**

- New and existing customers get iPhone 16 on us or up to \$830 off iPhone 16 Plus, guaranteed with eligible trade-in.³
- New and existing customers get iPhone 16 Pro on us or up to \$1000 off iPhone 16 Pro Max, guaranteed with eligible trade-in.⁴
- Plus – AT&T Fiber customers are eligible to get iPhone 16 Pro Max on us.⁵
- New and existing AT&T Business customers can also take advantage of the above deals on the new iPhone! Plus, business customers can save up to \$100 on their new smartphone when purchasing on a two-year agreement.⁶

For complete pricing and availability details, please visit [here](#).

New and existing customers can pre-order the iPhone 16 lineup and new Apple Watch lineup starting September 13 and can purchase online and in stores starting September 20. With AT&T, new and existing customers will get our best deals on every iPhone. Plus, they can get the **newest iPhone** every year when they add AT&T Next Up Anytime.

¹ Apple Intelligence will be available as a free software update. The first set of Apple Intelligence features will be available in beta next month as part of iOS 18.1, iPadOS 18.1, and macOS Sequoia 15.1, with more features rolling out in the months to come. It will be available on iPhone 16, iPhone 16 Plus, iPhone 16 Pro, iPhone 16 Pro Max, iPhone 15 Pro, iPhone 15 Pro Max, and iPad and Mac with M1 and later, with device and Siri language set to U.S. English. Additional languages and platforms are coming over the course of the next year. Later this year, Apple Intelligence will add support for localized English in Australia, Canada, New Zealand, South Africa, and the U.K. In the coming year, Apple Intelligence will expand to more languages, like Chinese, French, Japanese, and Spanish.

² As of September 9, 2024, the Sleep Apnea Notification Feature is currently under FDA review and expected to be cleared this month, with availability on Apple Watch Series 9, Apple Watch Series 10, and Apple Watch Ultra 2 this month. The feature is intended to detect signs of moderate to severe sleep apnea for people 18 years old or older without a diagnosis of sleep apnea.

³ iPhone 16 128GB for \$0 and up to \$830 off iPhone 16 Plus after 36 monthly credits. Req's trade-in of \$130 or more, installment plan and eligible AT&T unlimited plan (min. \$75.99/mo. before discounts; AT&T may temporarily slow data speeds if the network is busy). Other plan options avail., based on account type. Well-qualified customers only. 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 \$10/mo. Next Up Anytime upgrade feature. \$35 Activation/Upgrade, additional fees, taxes & other charges, & restrictions apply. See att.com/iphone for more details. iPhone 16 and 16 Plus Guarantee limited to current trade-in offer (up to \$830 off with min. \$130 trade-in value) for new and existing consumer AT&T postpaid wireless customers; excludes offers available through select channels. Offer subject to change.

⁴ iPhone 16 Pro 128GB for \$0 and up to \$1000 off iPhone 16 Pro Max after 36 monthly credits. Req's trade-in of \$180 or more, installment plan and eligible AT&T unlimited plan (min. \$75.99/mo. before discounts; AT&T may temporarily slow data speeds if the network is busy). Other plan options avail., based on account type. Well-qualified customers only. 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 \$10/mo. Next Up Anytime upgrade feature. \$35 Activation/Upgrade, additional fees, taxes & other charges, & restrictions apply. See att.com/iphone for more details. iPhone 16 Pro & 16 Pro Max Guarantee limited to current trade-in offer (up to \$830 id wireless customers; excludes offers available through select channels. Offer subject to change.

⁵ AT&T fiber customers will receive an additional \$200 off iPhone 16 Pro Max when purchased on installment plan with qualifying unlimited plan and trade-in an eligible device with min. \$180 trade-in value. Credit applied in equal amounts (\$5.56/mo.) over 36 months. After all credits, get iPhone 16 Pro Max 256GB for \$0. Offer ends 10/10/24.

⁶ Avail. only to business customers with a qual. wireless svc agmt (Business Agmt) and only for Corporate Responsibility User lines of svc. Subject to availability. 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 voice and data plan (minimum \$70/mo. for new AT&T Business Unlimited Standard before discounts). 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. Tax on pre-discount price due at sale. Early Termination Fee/Cancellation Fee (att.com/equipmentETF): After 30 days, up to \$750 unless a higher fee is specified in your business agreement. Upgrade fee: up to \$50 if applicable. Return/Restocking Fee: Return w/in 30 days. Restocking fee up to \$55 may apply. Visit AT&T Premier at att.com/premier for details. Purchase, financing & other limits & restr's apply.

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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