DALLAS, September 10, 2026

AT&T Delivers Value, Choice, and Flexibility with the New iPhone 18 Pro, iPhone 18 Pro Max, and iPhone Duo – Backed by America's Best Guarantee

New and existing customers get our best deal on the new iPhone 18 Pro, up to $1200 off with iPhone trade in, any condition.[1]

Key Takeaways:

- **More confidence with America's Best Guarantee**: AT&T is the first and only provider with a guarantee that includes both fiber and wireless networks. We promise to deliver the reliable connection customers depend on, the prompt and friendly service they deserve, and the deals they want. If not, we make it right with the AT&T Guarantee.
- **More performance**: Experience iPhone on America's largest wireless[2] and fiber[3] networks, with enhanced network intelligence and near real time insights to keep customers connected to the right network at the right time.
- **More value and flexibility**: New and existing customers can upgrade or switch to AT&T and get up to $1200 off with eligible iPhone trade-in, in any condition.[1] Customers can upgrade to the newest iPhone models with AT&T Next Up Anytime® to get the latest iPhone model every year or switch and save with Unlimited Your Way plans that let you mix and match by line to fit every need and budget. Plus, consumers who switch to AT&T get up to $800 to pay off their current device.[4]

What's New: AT&T is bringing customers the latest iPhone lineup, including iPhone 18 Pro, iPhone 18 Pro Max, and iPhone Duo — available on our intelligent, reliable network backed by the AT&T Guarantee®. Upgrade with AT&T Next Up Anytime or switch and get up to $1200 off with iPhone trade-in, any condition.[1] Plus, customers who switch to AT&T get up to $800 to pay off their current device.[4] With Unlimited Your Way, customers get value packed plans with the choice and flexibility to mix and match per line.

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Better Together: AT&T's robust intelligent network uses near real-time insights to deliver a consistent connection across wireless, fiber, Wi-Fi, and Satellite – without customers having to think about or manually manage the network they're using. iOS 27 features like Connectivity Assist support our vision of a seamless connected experience, whether at home or on the go.

The AT&T Guarantee: Customers want the newest and the best devices. They also want a carrier confident enough to promise a connection they can count on, the deals they want, and the prompt, friendly service they deserve. We are committed to delivering on these promises, and if we fall short, we are the only provider who promises to proactively make it right, with America's Best Guarantee.

Only AT&T: With iPhone 18, only AT&T customers will proactively receive an Apple notification and credit from AT&T in the event of a network outage.[5] The notification will link to our outage site for more information and support.

AT&T's Best Deals: New and existing customers get our best deal on the new iPhone 18 Pro, up to $1200 off with iPhone trade in, any condition.[1] Plus, customers who switch to AT&T get up to $800 to pay off their current device balance.[4] They can also save $200 per line when ordering online.[6]

Plans for Everyone: AT&T is committed to delivering plans for everyone, unlike T-Mobile and other providers. Our Unlimited Your Way customers have the ability to pick a plan that is right for each person in the family. Plans include:

- Unlimited talk, text and data in and between the U.S., Canada and Mexico[7]
- At least 5 GB of high-speed data per line
- Up to 250 GB of hotspot data per line[8]
- AT&T 5G access[9]
- AT&T ActiveArmor® mobile security[10]

Quotable: "We earn our customers' trust every day through the seamless experiences we deliver," said **Jenifer Robertson, executive vice president and general manager, AT&T Consumer**. "With prices and plans for everyone, we confidently connect our customers to the network they can count on with access to the latest innovations, now including the all-new iPhone lineup, backed by the AT&T Guarantee. Whether you're a loyal AT&T customer upgrading to the iPhone

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18 Pro, iPhone 18 Pro Max, or iPhone Duo, or switching to our network for the first time, there's never been a better time to be an AT&T customer."

Business Customers: New and existing AT&T Business customers can also take advantage of the above deals on the latest iPhone models. Business customers can also complement a new device with business accessories and take advantage of our Trade-in Program to save even more as they upgrade.

FirstNet Ready: We are also giving America's first responders the best iPhone deals with FirstNet®, Built with AT&T—the only network built with and for public safety. And since the new iPhone models are FirstNet Ready®, first responders will have truly dedicated coverage and capacity when they need it and unique benefits like always-on priority and preemption across Band 14 spectrum and all AT&T commercial bands, helping them save lives and protect their communities no matter the emergency. Individual responders on FirstNet can learn more about FirstNet here and save up to 20% for their family members with AT&T.[11]

The latest iPhone models:
iPhone Duo is the first foldable iPhone, featuring a breakthrough design that s beautiful, versatile, and durable. iPhone Duo opens to a large 7.6-inch inner display for viewing content, gaming, and multitasking, and closes to a compact, pocketable 5.4-inch outer display. Built to last with an innovative hardware design and precision hinge, iPhone Duo is powered by A20 Pro to deliver pro performance and impressive all-day battery life, and offers an advanced camera system, with the folding design unlocking fun new ways to use the camera that aren t possible on any other iPhone. iOS 27 is also reimagined for the versatile ways users can interact with iPhone Duo. iPhone 18 Pro and iPhone 18 Pro Max offer the new 48MP Fusion Main camera with variable aperture, the most advanced camera Apple has ever made, and new Pro controls let users customize their experience. Powered by A20 Pro, iPhone 18 Pro and iPhone 18 Pro Max deliver huge leaps in battery life and performance. iPhone Duo and iPhone 18 Pro models feature Apple Intelligence[12] and Siri AI[13], an entirely new version of Siri, rolling out in beta in English with iOS 27, to bring AI capabilities together with a user s personal context to become an intelligent personal hub with privacy and security at the core. iPhone Duo is available in two refined colors: star white and night sky. iPhone 18 Pro and iPhone 18 Pro Max are available in four elegant finishes: black, silver, glacier, and an all-new burgundy.

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iPhone Duo and iPhone 18 Pro models feature eSIM[14], offering greater flexibility, better security, seamless connectivity compared to traditional physical SIM cards, and more battery life on eSIM-only models. iPhone Duo features an eSIM-only design that saves internal space to maximize battery capacity while eSIM-only models of iPhone 18 Pro and iPhone 18 Pro Max take advantage of the space formerly occupied by the physical SIM with a larger battery that provides two additional hours of video playback.

New and existing customers can shop in store, online at ATT.com, or on the all-new AT&T app, available on the App Store.

For more details on Apple products, please visit www.apple.com.

Frequently Asked Questions

What is the AT&T Guarantee?
We value our customers, and we believe that connecting changes everything. We're committed to providing dependable connectivity with the deals you want, and the service you deserve, guaranteed, or we'll make it right.

With the AT&T Guarantee, customers can expect:

1. Connectivity you depend on. In the rare event of a network outage, we'll automatically credit your bill. And, when you have AT&T Fiber with Wireless we provide Internet Backup for no extra cost. Guaranteed.[15]
2. Deals you want. Our best deals on smartphones don't require the most expensive plan.[16] And no hidden fees or equipment charges with fiber. Guaranteed.
3. Prompt, friendly service you deserve. Speak to a friendly expert within five minutes or schedule a callback at a time that you choose.[17] Plus, same or next day fiber technician availability. Guaranteed.

What is AT&T Next Up Anytime?
Next Up Anytime is a feature that gives you the flexibility to upgrade your phone anytime for $10/month. Turn in your current phone and you won't have to worry about the remaining installment balance. You can upgrade up to three times in a 12-month period. Plus, after 12 monthly installment payments — or once one-third of your device cost is paid off — you can access our smartphone deals.

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What is AT&T Fiber?
Fiber optic internet uses thin glass cables and light to send data, allowing for hyper fast speeds.

There are several key benefits to choosing fiber internet:

- Fast speeds: Fiber internet can reach speeds that make it ideal for streaming HD videos, online gaming, and using many devices at once.
- Equal upload and download speeds: As customers game, stream, share, and rely more on AI-enabled applications, symmetrical speeds are becoming increasingly important to the connectivity experience. With the nation's largest fiber network, AT&T Fiber delivers the equally fast upload and download speeds customers need at home for a more seamless experience.
- Reliable connectivity: Fiber internet offers consistent speeds even during busy times when many people are online. This means fewer interruptions and a smoother online experience.

Fiber optic internet offers fast, reliable, and consistent service, making it one of the best choices for anyone who wants a top-quality home internet connection.

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[1]Up to $1,200 off after 36 monthly credits. Req's trade-in of iPhone 14 or higher (excluding iPhone 16e) in any condition; or trade-in of eligible smartphone with min. trade-in value $180 or more. Req. min. $1,200 on installment plan and activation on AT&T Premium 2.0 plan (min. $100/mo. + taxes & fees; before discounts). Other offers avail. based on device, plan, trade-in combo. Not all plans qualify. Well-qualified customers. 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. Subject to change. See att.com/iphone for more details.
[2]Compares cellular networks, excluding satellite.
[3]Based on the number of fiber to the home households using publicly available data.
[4]Requires port-in of new line(s) and eligible postpaid service. Up to $800 via reward card (redemption required). Reward Card amount based on remaining balance owed on your competing wireless provider smartphone (up to $800/line, up to 10 lines). Must submit most recent bill within 60 days of activation; card delivered w/in 8-10 weeks. $35 Activ./line, add'l fees, & other charges, & restr's apply. Subject to change.
[5]Credit for wireless downtime lasting 60 minutes or more caused by a single incident impacting 8 or more towers. Restrictions and exclusions apply. See att.com/guarantee for details.
[6]Limited Time Offer. Online Only. Requires activation of a new line of wireless service (voice & data). Discounts: Up to $200 off after 36 monthly bill credits ($5.56/mo. for 36 months). Purchase Requirements: Eligible smartphones must be purchased at full price ("No Commit"), or bring your

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own compatible, unlocked smartphone (“BYOD”), or purchased on a qualifying 0% APR 36-month installment plan (“New Smartphone”). For New Smartphone, $0 down is available for well-qualified customers; others may require a down payment. Tax on full retail price due at sale. Activation/upgrade fee of $35 applies. Credits: Credits start within 3 bills and are applied in equal amounts over 36 months. For BYOD, tax on wireless service, if any, is calculated after application of monthly bill credit. To get all credits, No-Commit/BYOD/New Smartphone must keep eligible service for 36 months after credits start and New Smartphone must remain on installment agreement. If wireless service is canceled, promo credits will stop, and the remaining balance on a New Smartphone must be paid. For new lines, must not cancel service on any other line within 90 days or credits may stop. If customer upgrades or pays up/off the installment agreement on New Smartphone early, the credits may stop. Eligible Plans: The offer requires a postpaid unlimited voice and data plan starting at $60/mo. plus taxes and fees before discounts. AT&T may temporarily slow data speeds if the network is busy. See att.com/unlimited for current unlimited plans. Value Plus, Value Plus VL, and Value Plus Unlimited plans are not eligible. LIMITS: Limit one (1) bill credit offer per eligible new line.

[7]AT&T may temporarily slow data speeds if the network is busy. Roaming may be at 2G speeds

[8]After allotted hotspot data (based on plan), speeds slowed to a max. of 128Kbps

[9]AT&T 5G requires compatible device. 5G coverage not available everywhere. Learn more at att.com/5Gforyou.

[10]Requires compatible device/service and download of ActiveArmor app. Other terms and restrictions apply. Visit att.com/legal/terms.activeArmorMobileSecurity for details

[11]Available only to verified FirstNet Subscriber Paid users. For more information, see firstnet.com/firstnetandfamily.

[12]Apple Intelligence is available with Siri settings and device language set to Chinese (simplified), Chinese (traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is rolling out in beta with iOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English to start. Siri AI will not be initially available in the EU on iOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, intelligent photo editing tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. Expanded access to such features will be available for a fee in the future. Use of these features is subject to Apple Intelligence terms and conditions. Learn more at apple.com/apple-intelligence. Siri AI is not available for users under 13.

[13]Siri AI will not be available initially in the EU on iOS, iPadOS, and watchOS. Features that rely on Siri AI will also not be available in the EU on iOS, iPadOS, and watchOS. Apple is working hard to find a path forward that preserves its users privacy and security.

[14]Use of an eSIM requires a carrier that supports eSIM and a wireless service plan. See carrier for details. To learn more, visit apple.com/esim.

[15] Credit for fiber and Internet Air downtime lasting 20 minutes or more; or for wireless and downtime lasting 60 minutes or more caused by a single incident impacting 8 or more towers. Must be connected to impacted tower at onset of outage. Restrictions and exclusions apply. Internet Backup: Fiber internet only. Requires eligible wireless service, activation, and power source; speeds vary; AT&T may slow data speeds if the network is busy. Backup may not be available in all locations. See att.com/guarantee for full details.

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[16] Offers vary by device. Restrictions may apply.
[17] Five minutes begins once customer is routed to support assistance. AT&T Fiber and postpaid wireless customers only. For small business customers, learn more about the AT&T Guarantee at att.com/businessguarantee.

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 150 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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