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AT&T Launches New Wireless Plans - Giving Customers More Value

The AT&T Unlimited Your Way® lineup is built around what customers ask for: choice and value.

Key Takeaways:

- **Unlimited Your Way now includes AT&T Value 2.0SM, an entry level plan for value-conscious customers** with the option to **mix-and-match with our other new plans, unlike T-Mobile.**
 - The full Unlimited Your Way lineup now includes **more high-speed data** to help our customers stream, scroll and video chat with confidence.
 - Customers get **real value** on the nation's largest wireless network¹—**without having to choose the highest-priced plan.**
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The news:

AT&T is upgrading its wireless rate plans to give customers **more value**, with three new plans designed to fit every budget. Customers can even **mix-and-match** any of our best unlimited plans² across lines – giving our customers the ability to choose the right plan for each line without overpaying.

Why it matters:

Across the wireless industry, plans have become increasingly complex, with bundles and “extras” that leave customers paying for features they may never use. AT&T's new plans center on the core wireless features they expect, with the flexibility to change plans as needed. The result is **delivering more value on our newest, most affordable plan and exceptional flexibility at that price.** We're setting a new standard for better, customer-first wireless plans.



*AT&T Value 2.0 SM	1 line	2 lines	3 lines	4 lines
AT&T ActiveArmor® security ³ A free app to help block annoying spam calls & texts, plus more. 3GB of hotspot data per line ⁴ SD streaming After 5GB, AT&T may temporarily slow data speeds if the network is busy.	\$50/ line	\$45/ line	\$35/ line	\$30/ line

*Monthly per line prices are after AutoPay and Paperless Billing. Taxes & fees extra. Restr's apply.

³Compatible device for AT&T ActiveArmor app access. Download of app req'd. Some mobile security features are not avail. while roaming internationally. ⁴After 3GB of hotspot, speeds slowed to max 128kbps.

[Check out the breakdown/updates here](#)

The new plans keep what customers already know and love from AT&T, like [ActiveArmor®](#) that helps keep them protected, and unlimited talk, text, and data in and between the U.S., Canada, and Mexico.

America's Best Guarantee:

We are the largest wireless network¹ and remain the only one bold enough to back both our fiber and wireless networks with America's best [guarantee](#). Unlike our competitors, we are focused on the next decade, not the next deal.

Quotable:

"Customers have been clear: they want simple plans, features that matter, and real value. That's what Unlimited Your Way delivers," **said Jenifer Robertson, executive vice president and general manager, Mass Markets, AT&T.** "We're giving customers what they want with choice and reliability, all backed by the AT&T Guarantee."

Learn more [here](#).

¹ Compares cellular networks, excluding satellite.

² AT&T may temporarily slow data speeds if the network is busy. Eligible plans: All plans under Unlimited Your Way.

³ Compatible device for AT&T ActiveArmor app access. Download of app req'd. Some mobile security features are not avail. while roaming internationally.

⁴ Unlimited talk, text & data in and between the U.S., Canada & Mexico: 2G off-net data speeds may 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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