



DALLAS, February 25, 2026

AT&T Gives Customers the Blue Carpet Treatment for Samsung Galaxy S26 Series Arrival

Get the Galaxy S26 Ultra for \$0 with eligible trade-in, any condition¹.

Key Highlights:

- Available through att.com, myAT&T app, and in-stores, customers can pre-order the new [Samsung Galaxy S26 Ultra](#), [Galaxy S26+](#) and [Galaxy S26](#) today, with general availability beginning on **March 11**.
 - Get the Galaxy S26 Ultra for **\$0 with eligible trade-in**, any condition¹ – most expensive plan not required.
 - Plus get a **Galaxy Watch8** and **Tab A11+ 5G** for **\$0.99** per month each².
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What's the News:

AT&T is celebrating the arrival of Samsung's new flagship **Galaxy S26 Series**, and it is rolling out the blue carpet for its customers by unlocking incredible deals: \$0 for the [Samsung Galaxy S26 Ultra](#), plus the [Galaxy S26+](#) and [Galaxy S26](#) with eligible trade-in, any condition¹. Best of all, there's no requirement to be on AT&T's most expensive plan to get any of the **Samsung Galaxy S26** devices.

Additional Deals:

- Get the **Galaxy Watch8** and **Tab A11+ 5G** for **\$0.99** per month each² – that's more than **\$600** in **combined savings** for both devices.
- **Samsung Watch Trade-in Offer** – up to \$100 off on qualifying Samsung watches when customers upgrade an existing line and trade in any OEM watch with a trade-in value of \$5 or more³.
- Save on Samsung accessories⁴, including the new **Galaxy Buds4** and **Galaxy Buds4 Pro**.
- New customers can switch to AT&T where we'll pay off a phone balance up to **\$800/line – up to 10 lines**⁵.
- AT&T business customers can take advantage of savings by pre-ordering the Galaxy S26 from \$99.99, the Galaxy S26+ from \$249.99 and the Galaxy



S26 Ultra from \$349.99 through March 10 with a two-year wireless service commitment⁶.

- Business customers can also complement a new device with business-certified accessories, take advantage of our Trade-in Program to save even more as they upgrade, and enjoy peace of mind with AT&T device protection (AT&T Business Protect⁷ or AT&T Protect Advantage⁸) to keep devices protected from mechanical breakdown⁹, drops, broken screens¹⁰, and (only under AT&T Protect Advantage) for loss and theft. For more details, visit www.att.com/businessprotect or www.att.com/protectadvantage.

Why it Matters:

- **Choice is yours, Guaranteed:** Our best smartphone deals don't require the most expensive plan.
- **Upgrade your Device Every Year:** If you're an early tech adopter and love getting the latest Samsung Galaxy every year, you'll want to include [AT&T Next Up AnytimeSM](#) and upgrade early without worrying about the remaining balance of your installment plan¹¹.
- **Our Guarantee:** It's never been a better time to be an AT&T customer, period. With the [AT&T Guarantee](#), wireless and fiber customers get the connectivity they depend on, the deals they want, and the prompt, friendly service they deserve. All guaranteed, or we make it right¹².

Samsung Galaxy S26 Series Details:

Packed with innovative Galaxy AI¹³ features and backed by the largest wireless network in North America¹⁴, the Samsung Galaxy S26 Series makes everyday life easier with smarter assistance that helps you plan, create, and communicate in the moment — summarizing what matters most so you can get more done wherever you go, including next generation features such as:

- **Privacy Display¹⁵:** The world's first privacy display built into a phone, which allows customers to keep their screen visible to them but less readable to those besides them whenever they want – delivering protection at the pixel level. Available on the **Galaxy S26 Ultra only**.
- **Photo Assist¹⁶:** Reimagine any shot by typing a few words to edit your photos effortlessly by adding objects, restoring details or applying new styles in seconds with Galaxy AI¹³.
- **Nightography:** Low light, no problem. When you take photos or record videos, the **Galaxy S26 Ultra** automatically adjusts in real time to keep what



you capture clear and bright so you never have to think about lighting or settings.

To learn more and pre-order any of the **Samsung Galaxy S26 Series** devices, please visit: <https://www.att.com/buy/phones/browse/samsung/>

¹**Discounts:** Up to \$1,300 off Galaxy S26 Ultra, up to \$1,100 off Galaxy S26+, and up to \$900 off Galaxy S26 after 36 monthly bill credits. Offers/savings vary by device/trade-in combination; and may be less. **Purchase Requirements:** Eligible device must be purchased and remain on a qualifying 0% APR 36-month 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). \$0 down is available for well-qualified customers; others may require a down payment. Other installment options may vary by account type. 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/samsung for more details. **Trade-in Requirements:** The offer is valid with the trade-in of Galaxy S24+, Z Fold5 or newer in any condition, or an eligible smartphone that has a minimum trade-in value of \$230 for up to \$1,300 off Galaxy S26 Ultra; Galaxy S22+, Z Fold3 or higher in any condition, or an eligible smartphone that has a minimum trade-in value of \$95 for up to \$1,100 off Galaxy S26+; Galaxy S, Note or Z Series smartphone in any condition or min. trade-in value of \$35 for up to \$900 off Galaxy S26.

²Galaxy Watch8 and Galaxy Tab A11+ 5G for \$0.99/mo. each after 36 monthly credits. Watch and Tab each req. new line of service. Req. purchase on installment plan and eligible AT&T wireless services (\$10.99/mo. for watch and \$20.99/mo. for tablet.) 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. \$35 Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See att.com/samsung for more details. Offer subject to change.

³\$100 off Samsung Galaxy Watch with eligible trade-in of \$5 or more after 36 monthly credits. Req. upgrade of existing line and purchase on installment plan with eligible AT&T wireless service (\$10.99/mo. for watch) Well-qualified customers only. Credits start w/in 3 bills. If svc. cancelled, credits stop & device balance due. \$35 Upgrade, add'l fees, taxes & other charges, & restr's apply. See att.com/samsung for more details. Offer subject to change.

⁴Samsung Galaxy accessories requires purchase of eligible Samsung connected device in same transaction. **Elig. Service:** Postpaid svc (voice & data) is req'd (min. \$50/mo. for new svc with eligible Autopay and Paperless Bill discounts. Pay \$60/mo. until discounts start within 2 bills. Existing customers can add to elig. current plans which may be less.). Activation/Upgrade: Up to \$50 fee may apply. Return: w/in 14 days. Not combinable with certain other offers/discounts/credits. Limit 1 accessory per customer; 1 per eligible device purchase. Subject to change. Restrictions apply.

⁵Requires 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.

⁶Enterprise Edition benefits available to AT&T Business customers only. It is limited to single SKU(S26, 256GB, Black color) and it requires registration with Samsung Account for Business and samsungknox.com. Availability, included features, and exclusivity are subject to change.

⁷Available to qualified AT&T Business customers. Wireless service is required and is extra. Up to \$50 activation/upgrade fee, early termination fee (up to \$750), other fees, taxes, charges & restr's apply. See business.att.com for more details.

⁸AT&T Business Protect is designed for mobile phones, tablets, and additional select devices on active AT&T postpaid wireless plans. Plan is only available for purchase in the continental United States, Alaska, Hawaii, and District of Columbia. Coverage for loss and theft not included.

Restrictions apply. See service contract [terms and conditions](https://www.business.att.com/content/dam/businesscenter/pdf/legal/att-business-protect-brochure.pdf) (hyperlink: <https://www.business.att.com/content/dam/businesscenter/pdf/legal/att-business-protect-brochure.pdf>) for full plan details.

⁹AT&T Protect Advantage is designed for mobile phones, laptops, smartwatches, and tablets on active AT&T postpaid wireless plans. It offers unlimited number of claims for loss, theft, damage, and post-warranty malfunctions (max. device value of \$3,500/occurrence, a non-refundable replacement deductible/service fee of \$25, \$100, \$225, \$199 or \$275 per claim will be charged to your wireless account based on device). Enrollment is only available within the first 30 days of a new activation or device upgrade, or during an Open Enrollment period. Device must be in good working order at time of enrollment. You can switch your already-enrolled number to a different plan at any time. Protect Advantage is \$16, \$19, or \$25 per month per mobile number enrolled depending on device tier. Protect Advantage Multi-Device is for eligible devices. Limitations and exclusions apply. See [terms and conditions](https://www.att.com/offers/device-protection) (hyperlink: <https://www.att.com/offers/device-protection>) for more information.

¹⁰Coverage starts after the Manufacturer's Warranty expires. Certain benefits may be available during the manufacturer's warranty period for eligible malfunction claims including advanced exchange service. See [terms and conditions](https://www.business.att.com/content/dam/businesscenter/pdf/legal/att-business-protect-brochure.pdf) (hyperlink: <https://www.business.att.com/content/dam/businesscenter/pdf/legal/att-business-protect-brochure.pdf>) for full coverage and claim limit of liability details

¹¹Unlimited Number of Screen and Back Glass Repairs: Select devices are eligible for repair. Visit phoneclaim.com/att for current list of eligible devices. Repairs are available in select locations, based upon parts and technician availability, and other criteria. See [terms and conditions for more details](https://www.att.com/offers/device-protection).

¹²Req's purchase of eligible smartphone on AT&T Installment Plan with extra \$10/mo. Next Up Anytime feature, qual. credit and elig. svc.. Early upgrade eligible with qual. turn in. \$0 offer may not be available on the latest Samsung. Next Up Anytime feature may be discontinued at any time. Limits & restrictions apply.

¹³See att.com/guarantee for details.

¹⁴Galaxy AI basic features provided by Samsung are free. Any Samsung enhanced AI features and all third-party AI features are subject to different terms and may be subject to fees.

¹⁵Compares ground-based cellular networks. No AT&T on-net coverage in select countries, including Canada.

¹⁶Must be enabled in settings.

¹⁷Requires Samsung account login and internet connection. Editing with Photo Assist results in a resized photo up to 12MP.

**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](https://www.nyse.com/quote/NYSE:T)), please visit us at about.att.com. Investors can learn more at investors.att.com.

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