



'Tis the Season for Savings: AT&T has its Best Deals for Everyone on Your List

Early Black Friday deals start November 19

*Save big with up to \$1000 off the iPhone 13 lineup,
making the iPhone 13 Pro \$0*

DALLAS, Nov. 17, 2021

What's the news? Don't sweat your gift list this year -- AT&T has you covered. Whether you're an early or last-minute shopper, we're giving our best deals to everyone, on every iPhone with every unlimited plan.¹ It doesn't matter if you're a new or existing customer, you'll still get the same great deal. With savings this big, you can afford to treat yourself too!

You save. They rave. We're spreading the holiday cheer by kicking off our Black Friday early this year. On November 19, here's what you'll be able to unwrap this season when you shop at AT&T:

- **NEW:** Up to \$1000 off iPhone 13 Pro Max with eligible trade-in²
- **NEW:** iPhone 13 Pro for \$0 with eligible trade-in²
- **NEW:** Gift one Apple Watch and get one for yourself; you'll save up to \$330 when you buy two.³
- iPhone 13 or iPhone 13 mini for \$0 with eligible trade-in⁴
- iPhone 12 for \$15/mo, no trade-in required⁵
- 50% off iPhone 12 mini, no trade-in required⁶

The gift that keeps on giving. When you combine our best deals with AT&T service, your gift gets even better. Our plans are packed with benefits, like:

- **Access to fast, reliable, secure AT&T 5G** at no extra cost. As America's Most Reliable 5G Network,⁷ you'll experience faster speeds and broad coverage everywhere you go.
- **AT&T ActiveArmor to help stop threats before they get to you** with built-in 24/7 essential network security. Download the AT&T Call Protect and Mobile Security apps for free on your phone for an extra layer of protection while you're on-the-go.⁸



- With our AT&T Unlimited Elite[®] plan, you'll get **HBO Max on us.**⁹ Watch popular originals, timeless classics and blockbuster movies whenever and wherever you want.

A customized shopping experience. Life feels busier than ever these days. Avoid delays and start shopping early with convenient shopping options and flexible returns. Here's how we make it easy and convenient for you:

- **AT&T Right To YouSM:** We're delivering the in-store experience directly to you. Where available, we'll send an AT&T expert to hand deliver and set up your devices at no additional cost – as early as the same day the order is placed.¹⁰ Select your preferred date, time and location - inside, outside, or contactless with a video chat or phone call.
- **Live Shopping Assistance:** Enjoy shopping with one of our virtual experts from anywhere at any time. You can check out the latest phones, add a family member to your plan or switch to AT&T from the comfort of your own home. Visit www.att.com/shop-live.
- **Flexible Returns:** We're extending our return timeframe too. Purchases made between November 5 to December 18, 2021 can be returned until January 2, 2022.

To explore more great deals, check out the AT&T Gift Guide at att.com/holiday.

Sweet Deals for Prepaid Too: We're also delivering deals for new Cricket and AT&T PREPAID customers:

- **NEW, Starting Nov. 19:** iPhone 13 available with initial \$1 payment on Cricket's Phone Payment Plan¹¹
- **NEW, Starting Nov. 19:** iPhone SE 64GB for \$99.99 when you bring your number to AT&T PREPAID on an unlimited plan¹²
- **NEW, Starting Nov. 24:** iPhone SE 64GB free for customers who bring their number to Cricket on a \$60/mo. plan in-store¹³
- **NEW, Starting Nov. 24:** iPhone XR 64GB for \$49.99 for new customers who bring their number to Cricket on a \$60/mo. plan in-store¹⁴
- **NEW, Starting Dec. 3:** iPhone 11 for \$299.99 when you bring your number to AT&T PREPAID on an unlimited plan¹⁵
- For a limited time, get the Unlimited Plus plan with 5G, 10GB Hotspot, 100GB Cloud Storage, Fraud Call Blocking and more at AT&T PREPAID's Lowest Price Ever! \$50/mo. for new customers after \$25 AutoPay discount.¹⁶

For more info on AT&T Prepaid offers, go to att.com/prepaiddeals. For Cricket, please visit cricketwireless.com.



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

2 Limited time. Offer available to new and existing customers who add or upgrade a line with qualifying 0% APR 36-mo. installment agreement (min. \$1000 for iPhone 13 Pro; \$1100 for iPhone 13 Pro Max) & elig. unlimited svc (speed restr's apply). Well-qualified customers only. Up to \$1000 off w/min. \$290 trade-in value (iPhone13 Pro and iPhone 13 Pro Max only), \$800 off w/ trade-in value of \$95+ or \$350 off w/ trade-in value of \$35-\$94, after monthly credits over term of installment plan (starts w/in 3 bills). No credit for optional \$5/mo. Next up upgrade feature. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** Other terms apply. See att.com/apple/13 for details.

3 Limited time. Req's new line & min. \$259.99 per device on 0% APR 36-mo. installment plan & elig. svc. Well-qualified customers only. Up to \$330 off after monthly credit over term of installment plan (starts w/in 3 bills). **If svc cancelled, device balance due. If svc. on other lines cancelled w/in 90 days credits stop.** \$30 Activ./Upgrade, add'l fees, taxes, & restr's apply. See att.com/applewatch for offer details.

4 Limited time. Offer available to new and existing customers who add or upgrade a line with qualifying 0% APR 36-mo. installment agreement (min. \$700 on iPhone 13 mini; \$800 on iPhone 13) & elig. unlimited svc (speed restr's apply). Well-qualified customers only. Up to \$800 off w/ trade-in value of \$95+ or \$350 off w/ trade-in value of \$35-\$94, after monthly credits over term of installment plan (starts w/in 3 bills). No credit for optional \$5/mo. Next up upgrade feature. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** Other terms apply. See att.com/apple/13 for details.

5 Limited time. Req's min. \$730 on 0% APR 36-mo. installment agreement & elig. unlimited svc (speed restr's apply). Well-qualified customers only. iPhone 12 64GB for \$15/mo., or 128GB for \$20/mo. after credits over 36 mos. Credits start w/in 3 bills. No credit for optional \$5/mo. Next up upgrade feature. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop** Other terms apply. See [here](#) for details.

6 Limited time. Req's min. \$630 on 0% APR 36-mo. installment agreement & elig. unlimited svc (speed restr's apply). Well-qualified customers only. iPhone 12 mini 64GB 50% off after \$315 in credits over term of the installment plan. Credits start w/in 3 bills. No credit for optional \$5/mo. Next up upgrade feature. **If svc cancelled, credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** Other terms apply. See [here](#) for more details.

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

8 Req's compatible device/service and download of AT&T Mobile Security and Call Protect apps. Data charges may apply. Other terms and req's apply. Visit att.com/security to learn more.

9 Online account required for HBO Max access. Programming and content subject to change.

10 Same day delivery subject to availability. Select areas only. Go to att.com/righttoyou for details.

11 Advertised amount is for cash sale only. The total cost of the iPhone 13 with an \$829.99 retail value under a 12-month rental — or lease — purchase agreement is \$1,967.07, with an initial payment of \$1.00 plus 12 monthly payments of \$163.84 or 52 weekly payments of \$37.81. Payments will vary if a different payment



frequency is chosen. The leasing cost is \$1,137.08. Above amounts exclude tax. Lower pricing available in select states. The initial payment (plus tax) is charged at lease signing. Remaining lease payments will be determined upon item selection. Reduced initial payment promotion does not lower the total cost. Available for applications 11/19/21-1/6/22. The advertised service is lease-to-own or a rental-or-lease purchase agreement provided by Prog Leasing, LLC, or its affiliates. Acquiring ownership by leasing costs more than the retailer's cash price. Leasing available on select items at participating locations only. Not available in MN, NJ, VT, WI, WY. © 2021 Cricket Wireless LLC. All rights reserved.

12 After 22GB of data usage, AT&T may temporarily slow data speeds if the network is busy. 5G requires compatible device. 5G is not available everywhere. Visit att.com/5Gforyou to learn more. Requires activation and payment on new line of service on Unlimited Plus plan and AutoPay signup at sale. Activation (in-store \$15/line) and other fees, usage and restrictions apply.

13 **\$0 iPhone SE 64GB: Ends 12/2/21.** First month service charge and tax due at sale. Requires new line & new account. Excludes upgrades & AT&T ports. Activation (\$25/line in-store) & add'l fees may apply. Terms & restr's apply.

14 **\$49.99 iPhone XR 64GB: Ends 12/2/21. Online:** must prepay and maintain three months of \$60/mo. voice service. **In-store:** first month service charge and tax due at sale. **Both:** Requires new line & new account. Excludes upgrades & AT&T ports. Activation (\$25/line in-store) & add'l fees may apply. Terms & restr's apply.

15 **Limited time.** In-store only. Must bring your number to AT&T on any unlimited plan (min. \$65/mo. + tax). AT&T may temporarily slow data speeds if the network is busy. First month service charge and tax due at sale. Activation (\$15/line) & add'l fees may apply. Terms & restr's apply. Visit att.com/prepaiddeals for details.

16 After 22GB of data usage, AT&T may temporarily slow data speeds if the network is busy. 5G requires compatible device. 5G is not available everywhere. Visit att.com/5Gforyou to learn more. Requires activation and payment on new line of service on Unlimited Plus plan and AutoPay signup at sale. Activation (in-store \$15/line) and other fees, usage and restrictions apply.

***About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we @ATT innovate to improve lives. AT&T Communications is part of AT&T Inc. (NYSE:T). For more information, please visit us at att.com.

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