



AT&T is Making Back-to-School Shopping Easy as 1-2-3

DALLAS, July 15, 2022

What's the news? Back-to-school is the second largest shopping event of the year, and nearly 60% of parents and 70% of college students find it to be stressful¹. [AT&T](#)* is easing that anxiety with great deals for everyone, convenient shopping options, and a variety of tools to help you make informed decisions on the best devices and connectivity plans for your needs.

What's at the top of this year's tech shopping list? AT&T is offering the latest technology to keep students connected and learning wherever they are. Starting today, you can get:

- [Up to \\$700 off iPhone 13 Pro Max](#): Eligible trade in required.²
- [Apple Watch Series 7, Apple Watch Series 6, Apple Watch SE](#): Buy or gift Apple Watch on us.³

Visit our [back-to-school guide](#) for this year's full tech shopping list. Don't forget about device protection, too. Starting July 15 until Aug. 31, we're offering open enrollment for [AT&T Protect Advantage](#)⁴ – our device protection program. Enroll your student's device to get coverage for loss, theft and damage, plus have access to technical support.

How do I know I'm picking the right device for my student? Whether you're shopping at one of our 5,000+ retail stores or on att.com, our knowledgeable experts are there to advise parents and caregivers on device selection and the right plan to pair it with. On our website, one of our [Live Virtual Experts](#) can help you pick the perfect device and plan based on your students' digital needs.

When you make your device selections, take advantage of our exclusive white glove delivery and expert set up service – [AT&T Right To You](#) – where available, which allows customers to choose when and where they want to receive their device⁵. You can also select a nearby AT&T store for convenient in-store or curbside pickup⁶.



What about America's teachers? AT&T is committed to our superheroes in disguise. Teachers and their families get [25% off](#) our best unlimited plans year-round⁷. And to help you enjoy your summer break, we have the iPhone 13 mini for \$0 with an eligible trade-in⁸.

¹ Research conducted by Minted Group Ltd. – Back To School Shopping US, January 31, 2022

² **Limited time offer.** Req's min. \$1,100 on installment plan. Well-qualified customers only. Up to \$700 off after monthly credit over term of the installment plan. Credits start w/in 3 bills. Trade-in must be in good condition w/min. \$95 trade-in value. **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 \$6/mo. Next up upgrade feature. \$30 Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See [website](#) for more details.

³ **Limited time offer.** Req's new line & min. \$329.99 per device on qualifying installment plan. Well-qualified customers only. Up to \$330 off after monthly credit over term of the installment plan (starts w/in 3 bills). Other elig. plans may be available. **If svc cancelled, device balance due. If svc. On other line is cancelled w/in 90 days, credit stops.** \$30 Activ./Upgrade, add'l fees, taxes, & restr's apply. See (insert location of bottom legal) for offer details.

⁴ Protect Advantage for 1 and 4 and Protect Advantage for Business for 1 and 4, are a combination of Protect Insurance for 1 or 4, Protect Extended Service Contract for 1 or 4, and ProTech for 1 or 4. Protect Insurance for 1 and 4, and Protect Insurance for Business for 1 and 4 are underwritten by Continental Casualty Company, a CNA Company (CNA), Chicago, IL, and administered by Asurion Protection Services, LLC, (In Iowa, Lic. #1001002300; in California, Asurion Protection Services Insurance Agency, LLC, CA Lic. #OD63161; and in Puerto Rico, Asurion Protection Services of Puerto Rico, Inc.), a licensed agent of CNA. Protect Extended Service Contract for 1 and 4 are provided by Asurion Warranty Protection Services LLC, or one of its affiliates. You must enroll within 30 days of new activation or device upgrade except during one of AT&T's open enrollment periods. You can switch your already-enrolled number to a different plan at any time, if eligible. To enroll, go to [att.com/protectadvantage](#).

⁵ **AT&T Right to YouSM** Same day delivery subject to availability. Select areas only. Must purchase and activate eligible device with wireless service agreement and qualifying voice and/or data plan. Requires account holder present, at least 18 years of age with government-issued photo ID.

Limited to select zip codes in Atlanta, GA, Austin, TX, Baltimore, MD, Birmingham, AL, Boston, MA, Charlotte, NC, Chicago, IL, Cincinnati, OH, Cleveland, OH, Columbus, OH, Dallas/Fort Worth, TX, Denver, CO, Detroit, MI, Fresno/Visalia, CA, Greater New York City, NY, Hartford/New Haven, CT, Houston, TX, Indianapolis, IN, Jacksonville, FL, Kansas City, MO, LaFayette, LA, Las Vegas, NV, Little Rock, AK, Los Angeles, CA, Louisville, KY, Memphis, TN, Miami, FL, Milwaukee, WI, Minneapolis/St. Paul, MN, Nashville, TN, New Jersey, New Orleans, LA, Oklahoma City, OK, Orlando, FL, Philadelphia, PA, Phoenix, AZ, Pittsburgh, PA, Portland OR, Providence, RI, Raleigh, NC, Sacramento, CA, Salt Lake City, UT, San Antonio, TX, San Diego, CA, San Francisco, CA, Seattle, WA, St. Louis, MO, Tampa/St. Petersburg, FL, Tulsa, OK, and Washington, DC.

Other geographic and service restrictions apply. AT&T or an authorized vendor will contact customer to schedule, deliver, and set up an eligible device. No charge to customer for AT&T Right To You. Right To You delivery is non-transferable, has no cash value, and cannot be redeemed for cash or applied as payment to an AT&T account. AT&T not responsible for lost or damaged software or data. Subject to wireless service agreement. Activation/upgrade, early termination and other fees, and restrictions may apply. Offer subject to change.



⁶ Curbside or in-store pickup subject to availability.

⁷ **AT&T may temporarily slow data speeds if the network is busy.** Req's AT&T Unlimited plan (min. \$75/mo. before discounts). Req's proof of eligibility. Credit(s) within 3 bills. Credit card may be req'd (except MA, PA & ND). Add'l charges, usage, speed & other restr's apply.

⁸ **Limited time offer.** Req's min. \$700 on installment plan. Well-qualified customers only. iPhone 13 mini 128GB for \$0 after monthly credit over term of the installment plan. Credits start w/in 3 bills. Trade-in must be in good condition w/min. \$95 trade-in value. **If svc cancelled, installment credits stop & device balance due. For new lines, if svc. on other lines cancelled w/in 90 days credits stop. For new lines, if svc. on other lines cancelled w/in 90 days credits stop.** No credit for optional \$6/mo. Next up upgrade feature. \$30 Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See [website](#) for more details.

***About AT&T**

We help more than 100 million U.S. families, friends and neighbors connect in meaningful ways every day. 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](#).

For more information, contact:

Jessica Swain
AT&T Corporate Communications
Phone: 415-613-4267
Email: jessica.swain@att.com