



## 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 stressful<sup>1</sup>. [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:

- **[FREE Samsung Galaxy S22](#) – including the new [Bora Purple color](#) (available online beginning Aug. 10):** Just trade in a Galaxy phone. ANY year. ANY condition.<sup>2</sup>
- **[Samsung Galaxy Watch4 Classic and Galaxy Watch4](#):** Buy one eligible Samsung Galaxy Watch4 Series smartwatch, get one FREE.<sup>3</sup>
- **[50% off Samsung Galaxy Tab A7 Lite](#):** Get the Samsung Galaxy Tab A7 Lite for less than \$3/mo. No trade in required.<sup>4</sup>
- **[50% off Samsung Galaxy Chromebook Go](#):** Get the Samsung Galaxy Chromebook Go for less than \$5/mo. No trade in required.<sup>5</sup>

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](#)<sup>6</sup> – 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. And on select devices, you can get up close and see it through our augmented reality (AR) viewing experience.



Additionally, AT&T recently teamed up with the [American Academy of Pediatrics \(AAP\)](#) to launch a new, free [PhoneReady Questionnaire](#), which is a 10-question online quiz that helps parents assess whether they and their child are ready for the responsibilities of a cell phone. Equipped with that insight, parents can also use the AAP's interactive [Family Media Plan](#) tool to help create healthy digital habits for their family. These and other free digital resources to help families to use technology safely and responsibly are available at [AT&T ScreenReady®](#).

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 device.<sup>7</sup> You can also select a nearby AT&T store for convenient in-store or curbside pickup<sup>8</sup>.

**How can AT&T help keep my kid connected and safe?** Whether your student is using their devices for online learning or staying in touch with you, you can rest assured that with [AT&T ActiveArmor<sup>SM</sup>](#), we're proactively detecting and preventing cybersecurity threats. Download the free AT&T ActiveArmor mobile security app to help block fraud calls, secure their data and more<sup>9</sup>. Plus, step up the security on your kid's phone with the [AT&T Secure Family](#) app, which can give you more peace of mind by helping track your child's location in real time, providing alerts when they leave or enter specific locations, blocking or limiting internet access at specified times and more. New subscribers can try the app for free for the first 30 days. After 30 days, services auto renew at \$7.99/mo.<sup>10</sup>

We also recently launched the [first-ever nationwide location-based routing for wireless 9-1-1 calls](#). Through this new feature from Intrado, AT&T can locate and route wireless 9-1-1 calls from within 50 meters of the device location. Prior to this launch, these emergency calls were routed based on the location of cell towers, which can cover up to a 10-mile radius and can cover several jurisdictions. That means in emergencies, first responders can now get to you or your child faster.

**What other resources does AT&T offer to keep kids connected?** When your student isn't in the classroom, make sure they have the connectivity they need at home with [AT&T Fiber](#) offering up to 5-gig speeds<sup>11</sup>. Internet this fast also comes with simple, straightforward pricing – no price increase at 12 months, no annual contracts, no data caps, no equipment fees, and security included at no extra cost.



**How can I save on my AT&T bill?** Our devices aren't the only thing getting a good price. Affordable internet service is available for low-income households as part of our commitment to help close the digital divide. [Access from AT&T](#) offers low-cost broadband options, including free internet for eligible households when combined with federal benefits from the [Affordable Connectivity Program \(ACP\)](#)<sup>12</sup>. After confirming your ACP eligibility, call us at 866-986-0963 to order service. Just have your National Verifier application ID handy when you call.

AT&T also has [Connected Learning Centers](#) across the country to provide internet access and education tools to those who face connectivity barriers vital to their long-term success. We bring the latest in fiber technology, computers, education and mentoring resources to these Connected Learning Centers to help bridge the digital divide.

**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-round<sup>13</sup>.

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

<sup>2</sup>Requires trade-in of Galaxy S, Note or Z series smartphone. Subject to change. Req's min. \$800 on installment plan. Well-qualified customers only. Galaxy S22 128GB free after monthly credit over term of the installment plan. Credits start w/in 3 bills. Other trade-in devices may be eligible (with min. \$35 trade-in value). No credit for optional \$6/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.** \$30 Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See [website](#) for more details.

<sup>3</sup>**Limited time offer.** Req's new line & min. \$299.99 per device on qualifying installment plan. Well-qualified customers only. Get 2<sup>nd</sup> elig. Galaxy Watch4 for \$0/mo. after monthly credits 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.

<sup>4</sup>**Limited time offer.** Wireless svc is add'l & req'd (min \$10/mo.). Req's new line & min \$199.99 on 0% APR 36-mo. installment plan. \$0 down for well-qualified customers only. Pay \$2.78/mo. after monthly credit over 36 months. Credit will start w/in 3 bills. **If svc cancelled, device balance due. If svc. on other lines cancelled w/in 90 days credits stop.** \$30 Activ, Add'l fees, taxes, other charges & restr's apply. See (insert location of bottom legal) for offer details.

<sup>5</sup>**Limited time offer.** Wireless svc is add'l & req'd (min \$10/mo.). Req's new line & min \$349.99 on 0% APR 36-mo. installment plan. \$0 down for well-qualified customers only. Pay \$4.87/mo. after monthly credit over 36 months. Credit will start w/in 3 bills. **If svc cancelled, device balance due. If svc. on other lines cancelled w/in 90 days**



**credits stop.** \$30 Activ, Add'l fees, taxes, other charges & restr's apply. See (insert location of bottom legal) for offer details.

<sup>6</sup>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](http://att.com/protectadvantage).

<sup>7</sup>**AT&T Right to You<sup>SM</sup>** 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.

<sup>8</sup>Curbside or in-store pickup subject to availability.

<sup>9</sup>Requires compatible device/service & download of the ActiveArmor app. Data rates may apply for app download/usage. Other terms & req's apply Visit [att.com/activearmor](http://att.com/activearmor) for details.

<sup>10</sup>AT&T Secure Family is free for the first 30 days. After the first 30 days, you will be billed \$7.99 each month (includes support for up to 10 lines.) Service auto renews every 30 days unless cancelled. Visit [att.com/securefamily](http://att.com/securefamily) for details.

<sup>11</sup>**Limited availability in select areas.** Internet speed claims represent maximum wired network service capability speeds to the home and recommended setup. Actual customer speeds are not guaranteed. Single device wired speed maximum 4.7Gbps. For more information go to [www.att.com/speed101](http://www.att.com/speed101)

<sup>12</sup>With Access from AT&T. 100Mbps speed or lower based on location.

<sup>13</sup>**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.

## \*About AT&T

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

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