



## News Release

# Sprint Seeks to End Consumer Confusion & Frustration with Wireless Industry's First-Ever "All-In" Pricing Plan

All-In Wireless includes choice of smartphone and unlimited talk, text and high-speed data

Sprint Calls for Pricing Transparency in Wireless; Unveils Campaign Featuring David Beckham on a Quest for a Simple, Understandable Offer

— *Join* —  
**All-In  
Wireless**

**Overland Park, Kan., June 30, 2015** – Today, Sprint introduces the wireless industry's first-ever "All-In" pricing plan, underscoring the company's commitment to making wireless simpler, clearer and more straight forward for consumers. All-In Wireless counters the wireless industry's current way of advertising by providing one clear monthly price for a smartphone and unlimited talk, text and high-speed data.

With All-In Wireless, consumers pay \$80 per month for a wireless device and unlimited talk, text and high-speed data – the two most significant components on any wireless bill.

"We understand how frustrating and confusing shopping for wireless can be. At Sprint, we are doing things differently. We are telling customers, 'This is your All-In price.' So when they walk into our store or visit our website, they will see that \$80 includes a smart phone and an unlimited plan to do the most important things they are going to do with the phone for an entire month: make calls, watch videos, listen to music, text a friend – you name it."

**Marcelo Claude**, Sprint CEO

Claude continued, "If you went to a restaurant that advertised a cheeseburger for 99-cents, but when you show up, they said it's an extra \$2 for the bun or \$1 for lettuce, you would feel misled. Yet, that's

what the industry has been doing with its wireless plans. Why can't everyone just advertise the full price of both the plan and the smartphone – an All-In plan? That was the idea behind what we've created.”

Sprint will promote All-In Wireless with advertising featuring international sports star and entrepreneur David Beckham. In the ads, Beckham goes from store to store, asking for a simple wireless plan with a consistent monthly cost. He is met with confusion and frustration at every stop – until he gets to a Sprint store, where he is offered All-In Wireless.

“When Marcelo and I talked, he said that for most people, buying a cell phone can be one of the most frustrating experiences imaginable. People want simple, honest and straightforward plans, but instead they get confusion. With Sprint All-In the aim is to make things simple and deliver value for people.”

**David Beckham**

The ads featuring Beckham launch tonight during the U.S. Women's World Cup Match on the FOX Network. To watch an extended version of the Beckham ad now please visit <http://youtu.be/QC22ZHo7lak>.

“It's a genuine pleasure to work with such a dynamic and forward-thinking company. I really enjoyed making the advert and hopefully people will enjoy it too,” Beckham added.

With All-In, consumers pay \$20 per month to lease one of our most popular smartphones, and \$60 per month for unlimited text, talk and high-speed data while on the Sprint network (excludes taxes and surcharges).<sup>1</sup>

Consumers pay \$0 down and only a one-time, \$36 activation fee.

Sprint believes this is the simplest, most straightforward, lowest-cost way to get a smartphone with unlimited data in wireless – without the confusion caused by other carriers who continue to only advertise part of the cost to draw people into their stores. But once at the store, consumers discover that the advertised price isn't all in. They discover there are additional costs for the phone or the service. To watch Sprint CEO Marcelo Claure describe the importance of All In to today's wireless customers please visit <https://youtu.be/USZ3Xdz0oDk>.

Sprint is also encouraging consumers to check their all-in pricing from other carriers and not be fooled by advertising gimmicks that only list the price of a phone or the price of a service plan making it difficult to understand the full story.

For example, Verizon advertises 10GB of data \$80, but they don't mention as loudly the additional monthly charges including \$15 line access and \$27.08 for the phone. AT&T frequently advertises 10GB of data for \$100 per month, but down plays the additional monthly charges including \$15 line access and \$27.08 for the phone. T-Mobile is advertising 4 lines for \$100, but doesn't shout the additional \$108.32 in monthly phone payments.

### All-In Competitive Comparison – Galaxy S6

	Sprint All-In	T-Mobile		Verizon	AT&T
		Install Bill	Jump On Demand		
MRC	\$60	\$80	\$80	\$116 \$95	\$115
DATA AMOUNT	Unlimited	Unlimited	Unlimited	10GB	10GB
DEVICE	\$20	\$28.33	\$28.33	\$24.99	\$28.55
Less iPhone 6 Service Credit	N/A	N/A	N/A	N/A	N/A
POS SALES TAX	\$0	\$65	\$0	\$65	\$65
<b>TOTAL</b>	<b>\$80</b>	<b>\$108.33</b>	<b>\$108.33</b>	<b>\$119.99</b>	<b>\$143.55</b>
Early Upgrade	\$10	JUMP \$10			

• Allows upgrades anytime, up to 3/year  
 • Sprint would still have \$17/mo advantage if incorporating \$10/mo early upgrade option

### All-In Competitive Comparison – iPhone 6

	Sprint All-In	T-Mobile		Verizon	AT&T
		Install Bill	Jump On Demand		
MRC	\$60	\$80	\$80	\$116 \$95	\$115
DATA AMOUNT	Unlimited	Unlimited	Unlimited	10GB	10GB
DEVICE	\$20	\$27.08	\$27.08	\$27.08	\$27.09
Less iPhone 6 Service Credit	N/A	N/A	\$12 (requires device trade-in)	N/A	N/A
POS SALES TAX	\$0	\$65	\$0	\$65	\$65
<b>TOTAL</b>	<b>\$80</b>	<b>\$107.08</b>	<b>\$95.08/ \$107.08*</b>	<b>\$122.08</b>	<b>\$142.09</b>
Early Upgrade	\$10	JUMP \$10	* After 1st upgrade		

• Allows upgrades anytime, up to 3/year  
 • Sprint would still have \$5/mo advantage if incorporating \$10/mo early upgrade option

Sprint also believes every wireless company should offer a clear plan like All-In Wireless. In fact, Sprint is so confident about All-In Wireless, the company encourages customers to shop it around. If you've considered a deal from Verizon, AT&T or T-Mobile, ask them straight up: "What's the All-In price?" Not the price on the tag or in the ad just for the service plan.

All-In Wireless accompanies Sprint's commitment to improving its network every day. According to RootMetrics, in 111 markets measured in the first half of 2015, Sprint has been awarded a total of 156 first place (outright or shared) RootScore Awards for overall, reliability, speed, data, call, or text network performance.<sup>2</sup> Those numbers sound even more impressive when compared to last year's results. In these same 111 markets, Sprint achieved 21 first-place award wins back in the first half of 2014.

Sprint All-In Wireless is available starting today in Sprint stores and on [www.sprint.com/allin](http://www.sprint.com/allin).

All phones will be available with Sprint Lease, the most affordable way to get the hottest new devices. With Sprint Lease, customers get the lowest monthly cost and lowest two-year cost for the device and plan. Well-qualified customers can receive a new phone every 24 months for \$0 down.

For more information and downloadable materials, please visit <http://newsroom.sprint.com/presskits/all-in-wireless-press-kit.htm>.

### About Sprint

Sprint (NYSE: S) is a communications services company that creates more and better ways to connect its customers to the things they care about most. Sprint served more than 57 million connections as of March 31, 2015 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; leading no-contract brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Sprint has been named to the Dow Jones Sustainability Index (DJSI) North America for the past four years. You can learn more and visit Sprint at [www.sprint.com](http://www.sprint.com) or [www.facebook.com/sprint](http://www.facebook.com/sprint) and [www.twitter.com/sprint](http://www.twitter.com/sprint).

**MEDIA CONTACT:**

**Mark Bonavia, Sprint 913-269-0436**

**[mark.bonavia@sprint.com](mailto:mark.bonavia@sprint.com)**

<sup>1</sup> *To improve data experience for the majority of users, throughput may be limited, varied or reduced on the network. Streaming video speeds will be limited to 600Kbps at all times, which may impact quality. Sprint may terminate service if off-network roaming usage in a month exceeds: (1) 800 min. or a majority of min.; or (2) 100MB or a majority of KB. Prohibited network use rules apply—see [sprint.com/termsandconditions](http://sprint.com/termsandconditions).*

<sup>2</sup> *Rankings based on 111 RootMetrics (January 1 – June 3, 2015) RootScore Reports for mobile performance as tested on best available plans and devices on four mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of Sprint. Visit [www.rootmetrics.com](http://www.rootmetrics.com) for more details*