

WIRELESS

APPLE PREMIUM TRADE-IN (AC)

\$1100 Max Bill Credit
w/iPh14 Pro Max or higher (excl. i16e) AC or smartphone \$230+ TIV

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro

\$700 Max Bill Credit
w/iPh13 Pro or higher (incl. i16e) AC or smartphone \$130-\$229 TIV

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro
- iPhone 17

\$350 Max Bill Credit
w/any iPhone AC or smartphone \$35-\$129 TIV

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro
- iPhone 17

Requirements:

- New lines or Upgrades
- AT&T Installment Plan
- Eligible AT&T Unlimited Plan
- Eligible trade-in

WIRELESS

ANDROID PREMIUM DEVICE TRADE-INSAMSUNG

\$1100 Max Bill Credit
Minimum Trade-in-Value of \$95+

Eligible Devices:

- Samsung Galaxy Z Flip7
- Samsung Galaxy Z Fold7

\$800 Max Bill Credit
Minimum Trade-in-Value of \$35-\$94.99

Eligible Devices:

- Samsung Galaxy Z Flip7
- Samsung Galaxy Z Fold7

MOTOROLA

\$1320 Max Bill Credit
w/min. Trade-in -Value of \$95+

\$800 Max Bill Credit

w/min. Trade-in -Value of \$35-94

Eligible Devices:

- motorola razr ultra

Requirements:

- New lines or Upgrades
- AT&T Installment Plan
- Eligible AT&T Unlimited Plan
- Eligible trade-in

WIRELESS

ANDROID PREMIUM DEVICE TRADE-IN (AYAC)SAMSUNG

\$1100 Max Bill Credit
w/AC Galaxy S21/Note20U/Z Flip4/Z Fold3 or newer or \$95+ TIV

Eligible Devices:

- Samsung Galaxy S25 Edge
- Samsung Galaxy S25 Ultra

\$800 Max Bill Credit

w/AC Galaxy S21, Note20, Z Flip3/Z Fold2 or older or \$35-\$94 TIV

Eligible Devices:

- Samsung Galaxy S25 Edge
- Samsung Galaxy S25 Ultra

GOOGLE

\$1250 Max Bill Credit
w/AYAC Pixel or any other smartphone trade-in worth \$35+

Eligible Devices:

- Google Pixel 10 Pro XL

\$1050 Max Bill Credit

w/AYAC Pixel or any other smartphone trade-in worth \$35+

Eligible Devices:

- Google Pixel 10 Pro

Requirements:

- New lines or Upgrades
- AT&T Installment Plan
- Eligible AT&T Unlimited Plan
- Eligible trade-in

WIRELESS

TIERED OFFER

\$2.99/mo.

- moto g stylus 2025
- Samsung Galaxy A16 5G

\$5.99/mo.

- iPhone 16e 128GB
- Galaxy S25 FE 128GB
- Galaxy A36 5G 128GB
- Google Pixel 9a 128GB
- motorola razr+ 256GB 2025

\$7.99/mo.

- iPhone 16 128GB
- Google Pixel 10 128GB

\$10.99/mo.

- iPhone 16e 256GB
- Galaxy S25 128GB

\$12.99/mo.

- iPhone Air 256 GB
- iPhone 16 256GB
- Samsung S25+ 256GB

\$15.99/mo.

- iPhone 16 Pro 128GB
- iPhone 16e 512GB
- Galaxy S25 256GB

\$17.99/mo.

- iPhone Air 512GB
- iPhone 16 512GB
- Samsung S25+ 512GB

\$20.99/mo.

- iPhone 16 Pro 128GB
- iPhone Air 1TB

\$22.99/mo.

- iPhone 16 Pro 512GB

\$25.99/mo.

- Same as Premium Trade-in
(*Exception: Trade-in not req'd)

ADDITIONAL NATIONAL OFFERS55+ PLAN + FIBER OFFER (EFF. 6/24/25)

New and existing Fiber customers who are 55+ can get 2 lines on the AT&T 55+ and Fiber 300M for \$99/mo.

FIBER:

- Existing customers upgrading to Fiber will be eligible
- Discount will be \$26 off ongoing which will bring the price to \$29/month (\$65 - \$10 APB - \$26 converged promo)
- Customers on older swimplanes will also qualify for the \$26 ongoing promo, however the rack rate may be higher which will result in a price point higher than \$29

55+ PLAN WIRELESS + AIA OFFER (EFF. 7/10/25)

New and existing AIA customers who are 55+ can get 2 lines on the AT&T 55+ and AIA for \$99/mo.

AIA:

- Discount will be \$31 off ongoing which will bring the price to \$29/month (\$65 - \$5 APB - \$31 converged promo)
- At least one voice line must be on the senior rate plan to qualify for the senior rate plan discount.
- Customers with a non-senior wireless rate plan can still get the \$31 AIA discount (does not include the \$5 auto bill pay with ACH discount) but will not qualify for the senior rate plan discount

ADDITIONAL NATIONAL OFFERSUP TO \$800 SWITCHER PAYOFF (Eff. 2/14/25-LTO)

Customers switching to AT&T can get up to \$800 via an AT&T Visa Reward Card when porting in on a postpaid wireless account, activating a new smartphone line on any postpaid wireless rate plan and upload their most recent wireless bill (value is based on the remaining smartphone installment balance and/or early termination fee with a competing wireless carrier).

Requirements:

- Port-in (New/New or AAL)
- AT&T Installment Plan, BYOD or No commit purchase
- Any wireless postpaid plan
- Upload recent wireless bill (incl. the smartphone installment balance and/or ETF)

**Eff. 10/24/25: Customers activating on/after 10/24/25 will be subject to a 36-mo. chargeback policy and will be billed a % of their reward card when they cancel/port out.*

ADDITIONAL NATIONAL OFFERSBRING YOUR OWN DEVICE SWITCHER OFFER (BYOD)

Up to \$360 in Bill Credits:

- \$360 (\$10/mo. x 36 mos.) w/Unlimited Premium PL or Unlimited Extra EL
- \$215.64 (\$5.99/mo. x 36 mos.) w/Unlimited Starter SL or Value Plus VL

Requirements:

- Port-in
- BYOD Smartphone
- Eligible Unlimited Plan
- *Eff. 6/3/25, the new AT&T 55+ plan will be added an elig. Plan for \$215.64 in bill credits (not elig. For \$360 offer)

BUY MORE SAVE MORE (EFF. 4/25/25)

New and existing customers purchasing select Samsung smartphones can get a promotional credit of \$180 (\$5/mo. x 36mos) on the additional purchase of a Samsung Galaxy S25 (i.e., when they purchase two eligible devices). The \$5/mo. promotional credit requires both smartphones be activated on an eligible wireless rate plan and purchased on an AT&T Installment Plan.

**Eff. 6/3/25, the new AT&T 55+ plan will be added an elig. Plan
Updating eligible "Buy One" smartphones:*

- Adding the new Samsung Galaxy Z Flip7 & Z Fold7

WIRELESS

NEXT UP ANYTIME - APPLE PREMIUM UPGRADE OFFER

\$1100 Max Bill Credit
w/smartphone turn-in worth \$230+

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro

\$700 Max Bill Credit
w/smartphone turn-in worth \$130-\$229

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro
- iPhone 17

\$350 Max Bill Credit
w/smartphone Turn-in of \$35-\$129 TIV

Eligible Devices:

- iPhone 17 Pro Max
- iPhone 17 Pro
- iPhone 17

WIRELESS

NEXT UP ANYTIME - ANDROID PREMIUM UPGRADE OFFERSAMSUNG

\$1100 Max Bill Credit
w/smartphone Turn-in worth \$95+ TIV

\$800 Max Bill Credit
w/smartphone Turn-in worth \$35-\$95 TIV

Eligible Devices:

- Samsung Galaxy S25 Edge
- Samsung Galaxy S25 Ultra
- Samsung Galaxy Z Flip7
- Samsung Galaxy Z Fold7

WIRELESS

NEXT UP ANYTIME - ANDROID PREMIUM UPGRADE OFFER (cont.)MOTOROLA

\$1320 Max Bill Credit
w/min. Turn-in –Value of \$95+

\$800 Max Bill Credit
w/min. Turn-in –Value of \$35-94

Eligible Devices:

- motorola razr ultra

Requirements:

- New lines or Upgrades
- AT&T Installment Plan
- Eligible AT&T Unlimited Plan
- Eligible trade-in

WIRELESS

NEXT UP ANYTIME - ANDROID PREMIUM UPGRADE OFFER (cont.)GOOGLE

\$1250 Max Bill Credit
w/smartphone turn-in worth \$35+

Eligible Devices:

- Google Pixel 10 Pro XL

\$1050 Max Bill Credit

w/smartphone Turn-in worth \$35+

Eligible Devices:

- Google Pixel 10 Pro

Requirements:

- New lines or Upgrades
- AT&T Installment Plan
- Eligible AT&T Unlimited Plan
- Eligible trade-in

ADDITIONAL NATIONAL OFFERS

NEXT UP ANYTIME - TIERED UPGRADE OFFER

\$2.99/mo.

- moto g stylus 2025
- Samsung Galaxy A16 5G

\$5.99/mo.

- iPhone 16e 128GB
- Galaxy S25 FE 128GB
- Galaxy A36 5G 128GB
- Google Pixel 9a 128GB
- motorola razr+ 256GB 2025

\$7.99

- iPhone 16 128GB
- Google Pixel 10 128GB

\$10.99/mo.

- iPhone 16e 256GB
- Galaxy S25 128GB

\$12.99/mo.

- iPhone Air 256 GB
- iPhone 16 256GB
- Samsung S25+ 256GB

\$15.99/mo.

- iPhone 16 Pro 128GB
- iPhone 16e 512GB
- Galaxy S25 256GB

\$17.99/mo.

- iPhone Air 512GB
- iPhone 16 512GB
- Samsung S25+ 512GB

\$20.99/mo.

- iPhone 16 Pro 128GB
- iPhone Air 1TB

\$22.99/mo.

- iPhone 16 Pro 512GB

\$25.99/mo.

- iPhone 16 Pro 512GB

Requirements:

- Upgrade on an existing line w/NUA (must be at/or pay up to 33% of installment plan balance)
- Purchase elig. Smartphone on installment with NUA
- Elig. Unlimited plan

ADDITIONAL NATIONAL OFFERS

NEXT UP EARLY UPGRADE OFFER

Next Up customers who are eligible for an upgrade (or pay up to 50%) can get additional bill credits.

\$500 Max Bill Credit

Eligible Devices:

- Google Pixel 10 Pro XL
- Google Pixel 10 Pro
- iPhone 17 Pro Max
- iPhone 17 Pro

\$350 Max Bill Credit

Eligible Devices:

- iPhone 17
- Motorola razr ultra
- Samsung S25 Edge
- Samsung S25 Ultra
- Samsung Galaxy Z Flip7
- Samsung Galaxy Z Fold7

Requirements:

- Next Up Upgrade (or pay up to upgrade at 50% of device installments)
- Next Up Device turn-in
- Eligible smartphone on installment plan
- Eligible AT&T Unlimited Plan

NR/ONLINE MKTG. PROMOTIONS GRID – UPDATED NOVEMBER 26, 2025

INTERNAL USE ONLY. Complete offers, pricing terms, condition, limitation and restriction of offers are not included. See Sales Pro, MST or CCKM for complete details. *Promos Eligible in store + microsites. All offers are LTO unless the date is provided below*

ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS	ADDITIONAL NATIONAL OFFERS
<p><u>APPLE SMARTPHONE, WATCH & TABLET TRIPLE BUNDLE OFFER (EFF. 11/21/25-LTO)</u></p> <p>New and existing customers can get up to \$728.72 in bill credits when purchasing a qualifying Apple smartphone plus an eligible Apple watch and tablet</p> <p>Requirements:</p> <ul style="list-style-type: none"> • Each must be purchased on an AT&T Installment Plan. • Activate a new line or upgrade an existing line with the Apple smartphone on any wireless rate plan. • Activate a new watch line and new tablet line each on an eligible wireless voice + data or data only plan. • All devices must be purchased within 14 days of one another. <p>Eligible Devices:</p> <ul style="list-style-type: none"> • Apple <p>Eligible Watches:</p> <ul style="list-style-type: none"> • Apple <p>Eligible Tablets:</p> <ul style="list-style-type: none"> • Apple 	<p><u>APPLE SMARTPHONE & WATCH BUNDLE OFFER (EFF. 11/21/25-LTO)</u></p> <p>New and existing customers can get up to \$264.36 in bill credits (applied via equal monthly bill credits)</p> <p>Requirements:</p> <ul style="list-style-type: none"> • Purchase a qualifying Apple smartphone and an eligible Apple Watch on an AT&T Installment Plan • Activate a new line or upgrade an existing line with the Apple smartphone on any wireless rate plan • Activate a new watch line on any wireless voice + data or data only plan • Both devices must be purchased within 14 days of one another <p>Eligible Devices:</p> <ul style="list-style-type: none"> • Apple <p>Eligible Watches:</p> <ul style="list-style-type: none"> • Apple 	<p><u>APPLE SMARTPHONE & TABLET BUNDLE OFFER (EFF. 11/21/25-LTO)</u></p> <p>New and existing customers can get up to \$464.36 in bill credits (applied via equal monthly bill credits)</p> <p>Requirements:</p> <ul style="list-style-type: none"> • Purchase a qualifying Apple smartphone and an eligible Apple tablet on AT&T Installment Plans • Activate a new line or upgrade an existing line with the Apple smartphone on any wireless rate plan • Activate the tablet on a new line on an eligible wireless voice + data or data only plan • Both devices must be purchased within 14 days of one another. <p>Eligible Devices:</p> <ul style="list-style-type: none"> • Apple <p>Eligible Tablet:</p> <ul style="list-style-type: none"> • Apple 	<p><u>\$100 OFF APPLE IPAD OFFER (EFF. 11/21/25-LTO)</u></p> <p>Get \$100 in monthly bill credits when purchasing an Apple iPad on an installment agreement and activating a new tablet line on an elig. wireless plan.</p> <p>Eligible iPad:</p> <ul style="list-style-type: none"> • Apple <p>Requirements:</p> <ul style="list-style-type: none"> • Purchase both watches on installment • Can mix/match between elig. Watches • At least one new wearable line required (NEW/NEW or NEW/UPG) • Elig. Wireless plan 	<p><u>\$100 OFF APPLE WATCH OFFER (EFF. 11/21/25-LTO)</u></p> <p>Get \$100 in monthly bill credits when purchasing an Apple Watch on an installment agreement and activating any AT&T wireless voice + data or data-only rate plan.</p> <p>Eligible Watches:</p> <ul style="list-style-type: none"> • Apple <p>Requirements:</p> <ul style="list-style-type: none"> • Purchase both watches on installment • Can mix/match between elig. Watches • At least one new wearable line required (NEW/NEW or NEW/UPG) • Elig. Wireless plan 		

NR/ONLINE MKTG. PROMOTIONS GRID – UPDATED NOVEMBER 26, 2025

INTERNAL USE ONLY. Complete offers, pricing terms, condition, limitation and restriction of offers are not included. See Sales Pro, MST or CCKM for complete details. *Promos Eligible in store + microsites. All offers are LTO unless the date is provided below*

ADDITIONAL NATIONAL OFFERS

AMERICAN AIRLINES PORT-IN OFFER (EFF. 10/1/25-3/31/25)

Signature American Airlines FAN customers (including US Airways FANS) may be eligible for up to \$150 in bill credits per line (\$15 per month for 10 months) when switching wireless service to AT&T and purchasing a smartphone on installment plan when the FAN is attached within 30 days of activation.

Qualified FANS:

- 002672073
- 000024122
- 004878988

AMERICAN AIRLINES EMPLOYEE INT'L. OFFER (EFF. 10/30-LTO)

American Airlines corporation (pilots, ground crew, flight attendants, management) can receive a 50% discount on the International Day Pass product. To be eligible, employees must have AT&T service, be enrolled in an AA FAN (2672073, 4878988), and be subscribed to the AT&T Unlimited Premium PL plan. This offer is designed to complement the overall AT&T/AA strategic partnership where AT&T is sponsoring WiFi for AA Advantage (FF plan) members and engaging in co-marketing tactics to drive subscriber and revenue growth for AT&T.

Qualified FANS:

- 002672073
- 000024122
- 004878988

ADDITIONAL NATIONAL OFFERS

INDUSTRY APPRECIATION OFFER

Teacher, Military, First Responder, Nurses and Physicians can save 25% on Unlimited Plans

- Complete enrollment online via att.com/appreciation
- Discount only applies to unlimited plans
- Stackable with national offers.

MILITARY APPRECIATION \$100 SWITCHER OFFER (EFF. 11/1/25-11/30/25)

Military, veterans and their families can get up to \$100 in bill credits when purchasing any smartphone on a qualifying installment plan. Note: Installment plan can be paid off early without impact to this bill credit. Must be activated on postpaid voice/data plan 2-year, BYOD, No Commit purchases are ineligible. Wireless service requirements: must port in a line of wireless service from a competing wireless carrier. There are many military FANS, but the primary ones are below.

- Army 2421660
- Navy 2421954
- Air Force 2421652
- Coast Guard 2422480
- Marine Corp 2421958
- Air National Guard 7528010
- Army National Guard 7528010
- Veteran / Retired (Any Branch) 4085530

RETIRED RESPONDER APPRECIATION OFFER (EFF. 10/28/25-LTO)

Retired Law Enforcement Officers, Firefighters, and their families get 25% off our best unlimited wireless rate plans.

ADDITIONAL NATIONAL OFFERS

AT&T amiGO Jr. Watch OFFER (EFF. 8/29/25-LTO)

New and existing customers can get great savings on an eligible amiGO Jr. Watch

Requirements:

- Activate an AT&T amiGO Jr. Watch on a new line
- Purchase the AT&T amiGO Jr. Watch on a 36-month AT&T Installment Plan
- Activate on an eligible wireless voice + data plan

AT&T amiGO Jr. TAB OFFER (EFF. 11/7/25-LTO)

New and existing customers can get an eligible amiGO Jr. Tablet for \$2.99/mo.

Requirements:

- Activate an AT&T amiGO Jr. Tab on a new line
- Purchase the AT&T amiGO Jr. Tab on a 36-month AT&T Installment Plan

ADDITIONAL NATIONAL OFFERS

SAMSUNG SMARTPHONE, WATCH & TABLET TRIPLE BUNDLE OFFER (EFF. 11/7/25-LTO)

New and existing customers can get up to \$604.72 in bill credits (up to \$16.80/mo. over 36mos) when purchasing a qualifying Samsung smartphone plus an eligible Samsung watch and tablet

Requirements:

- Each must be purchased on an AT&T Installment Plan.
- Activate a new line or upgrade an existing line with the Samsung smartphone on any wireless rate plan.
- Activate a new watch line and new tablet line each on an eligible wireless voice + data or data only plan.
- All devices must be purchased within 14 days of one another.

Eligible Devices:

- Samsung Galaxy Flip7 | Samsung Galaxy Fold7 | S25/S25 Edge/S25+/S25 Ultra (eff. 9/4/25)

Eligible Watches:

- Watch8 Small | Watch8 Large | Watch8 Classic | Watch Ultra

Eligible Tablets:

- Tab A9+ 5G | S10 FE 5G | S10+ 5G

\$100 OFF SAMSUNG TABLET OFFER (EFF. 11/7/25-LTO)

Get up to \$100 in monthly bill credits when purchasing a Samsung Tablet on an installment agreement and activating a new tablet line on an eligible wireless plan.

Eligible Tablets:

- Samsung Tab A9+ 5G | S10 FE 5G | S10+ 5G

ADDITIONAL NATIONAL OFFERS

SAMSUNG SMARTPHONE & WATCH BUNDLE OFFER (EFF. 11/7/25-LTO)

New and existing customers can receive up to \$364.36 in bill credits for purchasing both an eligible Samsung watch and a qualifying Samsung smartphone on an AT&T Installment Plan. Customers must (1) activate the watch on a new line with an eligible postpaid wearable plan and (2) activate a new line or upgrade an existing line with the smartphone on any wireless rate plan within 14 days of each other. Combining this offer with \$100 bill credits for eligible Samsung Watches makes the Samsung Galaxy Watch8 \$99/mo. after credits.

Eligible Devices:

- Samsung Galaxy Flip7 | Samsung Galaxy Fold7 | S25/S25 Edge/S25+/S25 Ultra (eff. 9/4/25)

Eligible Watches:

- Watch8 Small | Watch8 Large | Watch8 Classic | Watch Ultra

\$100 OFF SAMSUNG WATCH OFFER (EFF. 11/7/25-LTO)

Get up to \$100 in monthly bill credits when purchasing an eligible Samsung Watch on an installment agreement and activating on any AT&T wireless voice + data or data only rate plan

Eligible Watches:

- Samsung Watch8 Small| Watch8 Large | Watch8 Classic| Watch Ultra

ADDITIONAL NATIONAL OFFERS

SAMSUNG SMARTPHONE & TABLET BUNDLE OFFER (EFF. 11/7/25-LTO)

New and existing customers can get up to \$240.36 in bill credits (up to \$6.68/mo. over 36mos) when purchasing both an eligible Google watch and qualifying Google smartphone. *When the offer is combined with the current \$100 Off Watches offer, Google Watch 4 will be \$5.99/mo. for 41mm or \$6.99/mo. for 45mm.

ADDITIONAL NATIONAL OFFERS

GOOGLE SMARTPHONE & WATCH BUNDLE OFFER (EFF. 11/14/25-LTO)

New and existing customers purchasing select Google Watches can get up to \$148.360 in bill credits when purchasing both an eligible Google watch and qualifying Google smartphone.

*When the offer is combined with the current \$100 Off Watches offer, Google Watch 4 will be \$5.99/mo. for 41mm or \$6.99/mo. for 45mm.

Eligible Devices:

- Google Pixel 10, Pixel 10 Pro, Pixel 10 Pro XL, Pixel 9a

Eligible Watches:

- Google Pixel Watch 4 (41MM, 45MM)

\$100 OFF GOOGLE PIXEL WATCH 4 OFFER (EFF. 11/14/25-LTO)

Customers can get up to \$100 max bill credit in monthly bill credits (\$2.78 x 36 mos.)

Eligible Devices:

- Google

Eligible Watches:

- Google Pixel Watch 4 (41MM, 45MM)

ADDITIONAL OFFERS

20% OFF CONVERGED OFFER

New and existing customers can get a 20% discount on either their wireless or internet account when ordering and activating at least one new qualifying service. Both services required for discount.

- For new or existing wireless customers who add new Fiber, the discount is applied to the Fiber account.
- For existing Fiber or Copper customers who add new wireless, the discount is applied to the wireless account.
- Requires an eligible postpaid wireless rate plan and qualifying internet service.
- *Eff. 6/3/25, the new AT&T 55+ plan will be added an elig. plan.

FIBER 100M for \$34 OFFER
(EFF. 9/4/25-LTO)

Launching new 100M Fiber speed tier for \$55 (\$34 w/ABP and 20% AIO). For new customers only.

ADDITIONAL OFFERS

**NR TIERED REWARD CARD OFFER
(Last day 12/1/25 9PM PST)****Tiered Reward Card:**

- \$50 for 300M
- \$100 for 500M
- \$150 for 1G+

*Eff. 10/20/25, removing the \$150 RC for 1G speed tier.

Retailer Card Breakdown:

- BJ's: \$50 AMEX Card
- Fred Meyer's/Kroger \$50 AT&T Visa® Reward Card
- Walmart: \$50 Walmart Gift Card
- Target: \$50 Target Gift Card
- Best Buy: \$50 Best Buy Gift Card
- Military: \$50 AT&T Visa® Reward Card
- BrandsMart USA: \$50 AT&T Visa® Reward Card
- Giant Eagle: \$50 AT&T Visa® Reward Card

Requirements:

- New Fiber 300MB+
- Redemption required

***COSTCO TIERED SHOP CARD
OFFER (Last day 12/1/25 9PM PST)****Tiered Reward Card:**

- \$100 for 300M
- \$150 for 500M
- \$200 for 1G+

*Eff. 10/20/25, Costco 1G speed tier will qualify for a \$100 Costco Shop Card that is stackable with Nat'l. 1G for 300M offer.

Requirements:

- New Fiber 300MB+

*NO REDEMPTION REQUIRED FOR COSTCO

ADDITIONAL OFFERS

**\$150 FIBER REWARD CARD FOR
300M+ (Eff. 12/2/25-LTO)**

Customers will be eligible for a \$150 Reward Card when purchasing new Fiber 300M+.

**\$200 COSTCO FIBER REWARD
CARD FOR 300M+ (Eff. 12/2/25-
LTO)**

Costco customers will be eligible for a \$200 Reward Card when purchasing new Fiber 300M+.

ADDITIONAL OFFERS

**FIBER 1G FOR 300M OFFER
(Eff. 10/20/25-12/1/25 9PM PST)**

New Fiber customers will be elig. to receive a \$25 monthly discount in perpetuity when purchasing Fiber 1G service.

Stackability/Exclusions:

- Stackable with: AIO 20%, Nat'l. Fiber Switcher, ABP
- Not stackable with/excludes: NR/NDS \$150 RC for 1G, Sonic 1G for \$35 (HHE), Austin \$12 off/mo. for 12 Mos. Converged

FIBER SWITCHER OFFER

6/1/22 - LTO, new 300M+ residential customers can receive customized Visa Reward Card to cover early termination fees for new fiber customers who switch to AT&T from another provider.

**UPGRADE TO FIBER 300 FOR NO
ADDITIONAL COST**

The customer's current Copper price will be displayed and provisioned automatically in SARA Plus, simply select the Internet 300 speed on the service options screen

Customers can upgrade to Fiber speeds ABOVE Fiber 300 at an additional monthly cost (Customers will still qualify for a \$0 Full tech install and the \$100 Reward Card if they upgrade to 1G or higher. Retailers using SARA Plus will not display the Reward Card offer during POS.

ADDITIONAL OFFERS

AT&T INTERNET COPPER TO FIBER UPGRADE OFFERS**C2F \$100 REWARD CARD 1G+**

Customers who upgrade from Copper to Fiber 1G+ will be eligible for a \$100 Reward Card. This offer is stackable with the C2F 1G & 2G offer.

It's important to note the copper to fiber reward card will not be displayed in SARA Plus, but the customer will automatically receive notification of the reward card via back-end processing after their internet installation.

C2F \$10/MO. DISCOUNT FOR STANDALONE FIBER 1 & 2 GIG.

Customers who upgrade from Copper to Fiber 1G or 2G will receive a \$10/mo ongoing bill credit. Stackable with C2F \$100 Reward Card offer.



BJ's (& Online Mktg.) WHOLESALE EDM OFFERS

\$250 Switcher: BJ's Wholesale AMEX Reward Card when porting-in a new line & purchasing a smartphone on a qualifying Installment Plan. Upgrades excluded.

***Eff. 11/14/25-LTO: \$250
Switcher increases to \$350**

\$100 New line (non-port): \$100 in bill credits for New Line activation & Installment Plan (~\$2.78/mo. for 36 mos.)

\$50 Upgrade: \$50 in bill credits for Upgrade & Installment Plan (\$5/mo. for 10 months)



KINETIC/ WINDSTREAM OFFERS

\$200 Switcher: \$200 Visa Reward Card for Port-in switcher with eligible Unlimited and Installment Plans. Upgrades excluded.

\$100 New line (non-port): \$100 Visa Reward Card for New Line activation & Installment Plan

\$25 Wearables/Tablet: \$25 Visa Reward Card for new wearable or tablet activations on Installment Plan



MILITARY (& Online Mktg.) EDM OFFERS

\$250 Switcher: \$250 in bill credits for Port-in switcher with eligible Unlimited and Installment Plan. Upgrades excluded. (~\$6.95/mo. for 36 mos.)

***Eff. 11/7/25-LTO:** *Customers get an add'l. \$100 in bill credits per port. Same req's.*

\$100 New line (non-port): \$100 in bill credits for New Line activation & Installment Plan (~\$2.78/mo. for 36 mos.)

***Eff. 11/7/25-LTO:**

- Customers get an add'l. \$100 in bill credits per new activation on installment.*

\$50 Upgrade: \$50 in bill credits for Upgrade & Installment Plan (\$5/mo. for 10 months)

\$25 Reward Card: for purchase and activation of Tablets/Wearables on an Installment Plan

MILITARY NON-EDM SWITCHER OFFER

\$235 Switcher: \$235 in bill credits for Port-in switcher with eligible Unlimited and Installment Plans. Upgrades excluded. (~\$6.53/mo. for 36 mos.)

***Eff. 11/7/25-LTO:**

- Customers get an add'l. \$100 in bill credits per port. Same requirements as above.*

***Eff. 11/7/25-LTO:**

- \$100 New line (non-port):** \$100 in bill credits for New Line activation & Installment Plan (~\$2.78/mo. for 36 mos.)



WALMART EDM ONLY – SWITCHER OFFER

\$250 Switcher: \$250 in bill credits for Port-in switcher with eligible Installment plan. Upgrades excluded. (~\$6.95/mo. for 36 mos.)

WALMART WSPs Everyday Low Price

EDLP Exclusive Offer – Up to \$100 off on Apple devices & \$150 off Samsung devices



KROGER OFFERS

\$250 Switcher: \$250 in bill credits for Port-in switcher with eligible Unlimited and Installment Plans. Upgrades excluded. (~\$6.95/mo. for 36 mos.)

***Eff. 11/21/25-LTO:** *Increasing the max bill credits for port-in switchers to \$300 (\$8.34/mo. x 36 mos.)*

\$100 New line (non-port): \$100 in bill credits for New Line activation & Installment Plan (~\$2.78/mo. for 36 mos.)

***Eff. 11/21/25-LTO:** *Increasing the max bill credits for new lines to \$150 (\$4.17/mo. x 36 mos.)*

\$50 Upgrade: \$50 in bill credits for Upgrade & Installment Plan (\$5/mo. for 10 months)



TARGET EDM (& Online Mktg.) & MARKETSOURCE OFFERS

\$250 Switcher: \$250 in bill credits for Port-in switcher with eligible Installment Plan. Upgrades excluded. (~\$6.95/mo. for 36 mos.)

***Eff. 11/21/25-12/1/25:** *Increasing max bill credits for port-in switchers to \$300 (\$8.34/mo. x 36 mos.)*

\$100 New line (non-port): \$100 in bill credits for New Line activation & Installment Plan (~\$2.78/mo. for 36 mos.)

***Eff. 11/21/25-12/1/25:** *Increasing the max bill credits for new lines to \$300 (\$8.34/mo. x 36 mos.)*

\$50 Upgrade: \$50 in bill credits for Upgrade & Installment Plan (\$5/mo. for 10 months)