



**“AT&T’s reaction to
T-Mobile’s transparency
is to be more deceptive
than ever.”** ~ The Verge

We wouldn’t call it deceptive, exactly.

**Calculating, sneaky, underhanded,
maybe, but not deceptive.**

AT&T’s new upgrade program makes you pay the full cost of your phone in addition to your monthly service payment, which already includes the subsidized cost of the phone. But with T-Mobile’s JUMP!™, you can upgrade when you want, not when you’re told. Upgrade up to twice a year, if you want, after just 6 months in the program. And you can save more than \$50 a month compared to AT&T.

Make sure your upgrade plan is on the up and up, at T-Mobile.com/jump

**T-Mobile®
un-leash**

Savings based on comparable postpaid plan; plan features may vary. Subject to credit approval.

Qualifying service plan with financed device req'd. Trade in of an eligible device required. Offer may not be available in all locations. Visit participating stores for program and pricing details. T-Mobile and the magenta color are registered trademarks of Deutsche Telekom AG. ©2013 T-Mobile USA, Inc.