Sprint Confirms One Up Early Upgrade Program

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As predicted, Sprint today stepped into the early upgrade program melee with AT&T, Verizon and T-Mobile and announced its new One Up plan.

One Up details are scarce [1] and the program is only available at select Sprint stores, but the carrier did confirm the new plan will cost $65 per month for unlimited talk, text and data. That price—down from $80 per month for unlimited—lasts until the device is paid off. But customers on One Up will be eligible to trade their device in after a year and start over.

Sprint didn't confirm which phones are available through One Up and how much the monthly installments will be. But the One Up landing page pictures the Samsung Galaxy S4, HTC One and the LG G2, so it's fair to assume those devices will be eligible for One Up.

CNET's initial report [2] earlier this week indicated that a $650 phone would run $27 per month on One Up, which comes out to $648 after 24 months.

One Up, which Sprint extends to Unlimited, My Way, My All-In and some tablet plan customers, will eventually be available through Sprint's website and "other channels." But as for now, it's strictly an in-store deal and it's not available in Florida and Washington D.C. for the time being.

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http://www.wirelessweek.com/news/2013/09/sprint-confirms-one-early-upgrade-program

Links:
[1] http://www.sprint.com/landings/oneup/?ECID=vanity:oneup#.UjxUoNLBPSh
[2] http://www.wirelessweek.com/news/2013/09/report-sprint-launching-its-own-early-device-upgrade-plan