

# Sprint Launches Yet Another Prepaid Brand

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Sprint today launched Sprint Prepaid, a new branded no-contract offering. The company says the new offering will be similar to existing Sprint brands Boost Mobile and Virgin Mobile.

The new brand expands on the company's "As You Go" no-contract plan introduced last year with new pricing. Customers can choose from two plans for smartphones, including Smart for \$45, which features unlimited talk and text, and Wi-Fi enabled data only. There's also a 'Smart Plus' plan which will run \$60 and includes unlimited talk, text and data.

Sprint said it has an improved device lineup that includes LTE and Sprint Spark-capable options, including the Galaxy S4 Mini, Samsung Galaxy S3 and the 3G Moto G.

Sprint will also offer a refurbished version of Apple's iPhone 4S.

Sprint said basic plans for feature phones will be introduced next month.

News of the new plans comes after Verizon earlier this month [launched](#) [1] its new AllSet 3G prepaid plans. The AllSet plans start at \$45 for 500 MB of 3G data and unlimited talk and text.

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