

U.S. Cellular Offering Device Financing, \$350 ETF Bounty

Andrew Berg

U.S. Cellular is also allowing customers to purchase a new device for \$0 down on Simple Connect plans as well as the company's Shared Data plans, now named Shared Connect plans. The Shared Connect plans are similar to AT&T's Next, Verizon Jump and T-Mobile's Edge plans, where customers make monthly payments towards the cost of the device on their wireless bill.

While \$40 unlimited data may sound unbelievable, keep in mind that it's throttled. For \$50 per month on a Simple Connect plan, only 500MB of that data is "high-speed". Data is slowed after the 500MB are used but remains unlimited.

For \$60 per month, customers get unlimited voice, messaging and data with 2GB of high-speed data. Customers looking for a basic phone can pay \$40 per month for unlimited voice, messaging and data.

U.S. Cellular is also offering to pay off customers' old contracts, up to \$350 per line, when they switch to a Shared Connect plan and choose the Retail Installment Contract. That offering is for a limited time.

Anyone who ports their number from another carrier and sends in their final bill with the early termination fee on it will receive a prepaid debit card for that amount.

Source URL (retrieved on 02/01/2015 - 8:21am):

<http://www.wirelessweek.com/news/2014/04/us-cellular-offering-device-financing-350-etf-bounty>