

Verizon Matches AT&T with New More Everything Promotion

Andrew Berg

Verizon Wireless today quietly adjusted its More Everything plans with cuts that bring its offering more in line with rival AT&T.

Verizon's MORE Everything plans now bring monthly per-line smartphone access fees down to \$15 for those customers who subscribe to Verizon's Edge upgrade program. Assuming a family of four, that brings the total per-line access charges to \$60. Tack on an extra \$100 for a 10GB bucket of data and Verizon has matched AT&T's most recent plans to the dollar.

A Verizon spokeswoman confirmed the new prices and emphasized that the plans were a tweak to existing MORE Everything plans and would only be available for a limited time.

AT&T's new Mobile Share plans announced last month start at \$130 per month for two lines with 10GB of data and unlimited talk and text. AT&T dropped its monthly device charge to \$15, which resulted in a \$160 10GB plan for a family of four.

Until now, Verizon had largely stayed out of the pricing war that T-Mobile brought to AT&T with its Un-Carrier strategy.

Verizon's More Everything plan was at least a start at meeting AT&T. When the plans were first launched, the \$40 tier was increased to offer 1 GB of data, double the 500 MB Verizon had previously offered. Meanwhile, 2 GB was increased to \$50 and the carrier added a new 3 GB plan for \$60.

Source URL (retrieved on 01/31/2015 - 11:28am):

<http://www.wirelessweek.com/news/2014/04/verizon-matches-t-new-more-everything-promotion>