

U.S. Cellular Takes on AT&T, Verizon with \$140 10GB Shared Plan

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U.S. Cellular today is pushing out a discount for its Shared Connect plans that comes out to \$140 monthly for four lines with unlimited talk and text plus 10GB to share. The carrier's new pricing trumps similar offers from AT&T and Verizon that charge \$160.

The discount is coming in the form of reducing device connection fees for customers who opt into payment installment plans or bring their own devices. For plans with 10GB or more, the device charge is \$10 per smartphone, and for plans with less than 8GB or less, it's \$20.

Customers on the installment plan pay nothing down and agree to 24 monthly payments. Devices can be traded in for a different model after 12 months.

In addition to the reduced service fees, U.S. Cellular is continuing to offer up to \$350 to cover ETFs for customers who switch over and port their number.

U.S. Cellular's aggressive pricing announcement comes as the carrier [put up first-quarter postpaid subscriber losses of 93,000](#) [1].

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<http://www.wirelessweek.com/news/2014/05/us-cellular-takes-t-verizon-140-10gb-shared-plan>

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[1] <http://www.wirelessweek.com/news/2014/05/us-cellular-loses-more-subs-it-tries-leave-billing-system-woes-behind>