

T-Mobile CEO John Legere Goes Off on AT&T-Amazon Exclusive Deal

Ben Munson

T-Mobile CEO John Legere [launched a Twitter tirade over reports that Amazon's smartphone will be an AT&T exclusive](#) [1].



John Legere ✓

@JohnLegere

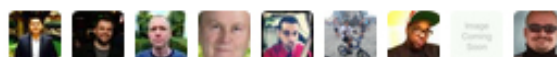
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Really, @Amazon? What happened to home-town pride? on.wsj.com/1vB5pwm

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Legere went on to say that exclusivity “sucks” for consumers and for the industry as a whole. He also jabbed AT&T for the Facebook Phone, another high-profile exclusive for the carrier and a flop with consumers and critics alike. The HTC phone quickly dropped in price all the way down to 99 cents on-contract.

AT&T had an exclusive on Apple's iPhone from its 2007 launch until 2010. This week the Wall Street Journal reported that AT&T had scored another big exclusive with the Amazon smartphone, due to be unveiled today.

While Legere is clearly disappointed at the possibility of [an AT&T exclusive on the Amazon phone](#) [2], he has T-Mobile's Uncarrier 5.0 announcement today to focus on. Rumors have suggested T-Mobile will introduce more simplified pricing for its plans, including taxes and fees into the advertised rates.

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John Legere ✓

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Exclusivity sucks for customers. Exclusivity on @ATT sucks for the industry. #justsayin

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<http://www.wirelessweek.com/news/2014/06/t-mobile-ceo-john-legere-goes-t-amazon-exclusive-deal>

Links:

[1] <https://twitter.com/JohnLegere>

[2] <http://www.wirelessweek.com/news/2014/06/report-t-be-exclusive-carrier-new-amazon-phone>