



UN-CARRIER PRINCIPLES

CUSTOMER FOCUS

Whether you're new or existing, we put our customers first.

SIMPLICITY

We strive to create a simple, straight forward, authentic, and transparent experience in everything we do.

VALUE

We deliver unrivaled value in everything we do. From the latest devices to the best rate plans, all on our advanced 4G LTE Network now covering more than 300 million Americans.

FREEDOM

We break down barriers so customers can use their devices however they want... from free video and music streaming, to unlimited calls, texts and data in other countries.

SERIOUS FUN

We don't take ourselves too seriously. Making wireless better is what we love to do, but we have fun doing it.