Boost Mobile Aims to Offer Free Wireless

Boost takes page from mobile gaming by embracing gamification to make earning free wireless service a reality

ENGLEWOOD, Colo., May 11, 2022 -- While Americans are facing rising costs of basic necessities, Boost Mobile is helping to bring some relief on the wireless front. Launching today, its new BoostOne app ushers in a new game-changing era, merging the mobile gaming business model into wireless and enabling new consumers to earn rewards that can be used towards free wireless discounts and free service every month across all service plans.

Boost Mobile's BoostOne app allows users to earn blockchain-backed "Boostcoins" by playing games like "Spin & Win," watching videos, and engaging with thousands of partners to complete offers to earn coins that can be redeemed for discounted and free wireless service.

"This represents an exciting new business model and a stepping stone into the future for wireless consumers," said Stephen Stokols, executive vice president of retail wireless, DISH Network. "Most telcos rely on subscription models, but it's time to move beyond the old ways and to embrace proven digital models popular in other industries," Stokols added.

This new gamified model connects mobile management to the Web 3 world with a wireless experience powered by blockchain-backed Boostcoins. In the future, Boost expects the coins may be used for additional goods and services like free phones, other third-party products and exchanged with other users.

"This is the next disruptive move to shake up a stale industry that has been stuck for more than two decades with Boost leading the industry into a bold new future," Stokols added.

You can't beat free #boostfreemobile #freeismyfavoriteprice

The BoostOne app is available for download on Apple and Android devices via the Apple Store and Google Play.

For more information on BoostOne, please visit boostmobile.com

About Boost Mobile
Boost Mobile provides award-winning, best-in-class value and connectivity to U.S. wireless consumers through access to the carrier's Expanded Data Network and competitive consumer plans with no annual service contracts. In 2020, DISH became a nationwide U.S. wireless carrier through the acquisition of Boost Mobile. DISH continues to innovate in wireless, building the nation's first virtualized, standalone 5G broadband network. DISH Wireless L.L.C. operates Boost Mobile. DISH Wireless L.L.C. is a subsidiary of DISH Network Corporation (NASDAQ: DISH). Learn more about Boost Mobile online on Facebook, Instagram, Twitter and YouTube.