

## The iPhone 16 Lineup Now Available for Purchase Today with Boost Mobile

*Save big with Boost Mobile's FREE year of service or up to \$1,000 off iPhone 16 lineup with Infinite Access for iPhone plan.*

*Boost Mobile kicks off new national ad campaign highlighting the new iPhone 16 lineup.*

**LITTLETON, Colo., Sept. 20, 2024** – iPhone 16, iPhone 16 Plus, iPhone 16 Pro and iPhone 16 Pro Max are now available for purchase from [BoostMobile.com](https://www.boostmobile.com), Apple Store locations, [Apple Store online](#) and Amazon. Boost Mobile is offering \$1,000 off the iPhone 16 lineup with the Infinite Access for iPhone plan or one year of FREE service with the purchase of an iPhone 16 – two of the best deals in the industry today.

With no trade-in required, both new and current customers can sign up for the [Infinite Access for iPhone plan](#) at \$65/mo., receive \$1,000 off the iPhone 16 lineup, and get the latest iPhone every year. Unlike other carriers, Boost Mobile doesn't require a trade-in on any of their iPhone plans or promotions.

For customers looking to purchase any model from the iPhone 16 lineup outright – [BoostMobile.com](https://www.boostmobile.com) offers one year of FREE wireless service. This no contract plan is perfect for customers who want to own an unlocked iPhone. The offer is available with the \$25/mo. Unlimited plan or as a \$25 off per-month discount on Boost Mobile's Unlimited+ and Unlimited Premium plans.

### Boost Mobile's New National TV Campaign

To highlight the iPhone 16 lineup, Boost Mobile is introducing a new national TV campaign as part of its We Built a Network series. Directed by Portlandia writer and director Jonathan Krisel, the campaign highlights Boost Mobile's key differentiator: no trade-ins required for any iPhone 16 promotions. The campaign runs across streaming, digital, social and radio from September 20, 2024, through January 2025.

"Our recurring cast of Boost Mobile employees are thrilled about the iPhone 16 launch," said Matt Talbot, Co-Founder and Chief Creative Officer of WorkInProgress. "One of our cast members even makes their debut as a hand model in the spot – just one example of how we are creating memorable differentiation!"

"This campaign reflects the bold moves we're making as a challenger brand," said Sean Lee, SVP of Consumer Product and Marketing, Boost Mobile. "It brings to life the incredible value Boost Mobile delivers to consumers in a way that's both relatable and unexpected – just like our iPhone 16 lineup offers, which provides the best value in the industry today."

### Boost Mobile Service Now Available Through Apple Store Locations and the Apple Store Online

For the first time, customers can purchase Boost Mobile service through Apple Store locations, the Apple Store online and the Apple Store App. Boost Mobile is also the first and only nationwide carrier to offer up to \$1,000 off the iPhone 16 lineup with no trade-in required. When signing up for Boost Mobile, customers may also choose to trade in an eligible iPhone<sup>1</sup> through Apple to receive an additional \$180-\$650 in credits – extra value that no other carrier can offer. Customers can use those credits toward the cost of their new iPhone 16 or Boost Mobile service.

"We are excited about the interest customers are showing in pairing Apple's latest technology with Boost Mobile offers – the best value in the wireless market today," said Jeremy McCarty, SVP of Partnerships and Growth, Boost Mobile. "Boost Mobile's offers with the iPhone 16 lineup are just another example of how Boost Mobile is clearly the best choice for wireless consumers."

Starting today, customers can purchase the iPhone 16 lineup at [BoostMobile.com](https://www.boostmobile.com), Apple Store locations, the [Apple Store online](#) and Amazon. To learn more about Boost Mobile's exclusive iPhone 16 offers, visit [BoostMobile.com](https://www.boostmobile.com).

### About Boost Mobile

Boost Mobile offers the best value in wireless with simple, flexible and transparent plans starting at \$25/mo. for unlimited 5G. Boost's nationwide cloud-native O-RAN 5G network delivers lightning-fast speeds, reliability and coverage on the latest 5G devices. Customers enjoy no annual service contracts and the freedom to upgrade their devices anytime without a trade-in.

Experience Boost Mobile's risk-free 30-day money-back guarantee and learn more about our services on Facebook, Instagram, and YouTube. Boost Mobile is the nation's newest nationwide mobile carrier in the U.S. and a brand under EchoStar Corporation (NASDAQ: SATS).

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<sup>1</sup> *iPhone 12 or higher models*

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<https://boostmobile.mediaroom.com/2024-09-20-The-iPhone-16-Lineup-Now-Available-for-Purchase-Today-with-Boost-Mobile>