



# NEWS RELEASE

Attorney General Mike Hilgers

FOR IMMEDIATE RELEASE

May 9, 2024

## **Nebraska Attorney General Mike Hilgers Announces \$10.25 Million Settlement with Wireless Carriers for Deceptive and Misleading Advertising Practices**

Lincoln -- Attorney General Hilgers announced today a \$10.25 million 50-state settlement with AT&T, T-Mobile, and Verizon Wireless (referred to as the "Wireless Carriers") after a multistate investigation revealed deceptive and misleading advertising practices.

The settlement requires the Wireless Carriers to make future advertisements truthful, accurate, and non-misleading regarding:

- Unlimited data advertisements, which did not disclose data limitations;
- Free phone offers, which did not disclose that the phones are paid for over time;
- Monetary incentives to "switch" wireless networks, which did not disclose how the incentives would be provided; and
- Wireless carrier plan comparisons, which did not disclose key differences.

The State of Nebraska will receive nearly \$88,000 in attorneys' fees and costs as part of the 50-state settlement with AT&T, T-Mobile, and Verizon.

This multistate investigation and settlement will protect Nebraska consumers by holding the Wireless Carriers accountable to use transparent and truthful advertising.

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