

T-Mobile increases price of iPhone 5 by \$50

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The iPhone 5.

T-Mobile has quietly increased its price of the iPhone 5 by \$50, raising the down payment to \$149.99.

The Seattle-based carrier began selling the phone last month at \$99.99 plus 24 payments of \$20, for a total cost of \$579.99, but now, T-Mobile



is saying the initial \$99.99 down payment was a promotional price that ended Sunday.

"We all know promotions are temporary," T-Mobile said in a statement.

AT&T, Verizon and Sprint charge \$199 for the <u>iPhone 5</u> with a two-year service contract.

T-Mobile said the full price for the iPhone 5, now at \$629.99, is still lower than purchasing an unlocked iPhone 5, which typically costs \$650.

T-Mobile also said users can take advantage of another promotion it has going on that lets them trade in an old iPhone 4S or iPhone 4 to bring the down payment cost of a new iPhone 5 to \$0. That promotion lasts until June 16, which is Father's Day.

The T-Mobile iPhone 5's new price now brings it in line with that of the Samsung Galaxy S 4, which also has a down payment of \$149.99. Meanwhile, the HTC One, another top-of-the-line smartphone that came out in April, is still available with a down <u>payment</u> of \$99.99.

The price increase may affect how many iPhone 5 units T-Mobile sells during the month of May and beyond. In April, T-Mobile announced it had sold 500,000 <u>iPhone</u> 5 units, but that was with the promotional price.

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