T-Mobile to cover fee for customers leaving rivals

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T-Mobile is aiming to lure subscribers from rival wireless carriers by paying any fees customers owe from breaking their service contracts.

The announcement, at the International CES gadget show in Las Vegas, comes as the No. 4 wireless carrier also reports solid gains in subscribers in the last three months of the year.

T-Mobile US Inc. says it gained 1.6 million subscribers in the fourth quarter, as it continues to benefit from new pricing and other changes that broke industry conventions. Last year, T-Mobile eliminated two-year service agreements and data fees when traveling abroad.

In the latest move, T-Mobile said Wednesday that it will pay fees imposed by AT&T, Sprint and Verizon on customers who want to break their contracts early and switch to T-Mobile.

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