Gen Mobile Announces Major Plan Upgrade: More Data, More International, More Value!

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EL SEGUNDO, Calif., March 3, 2025 /PRNewswire/ -- Gen Mobile, a leading provider of prepaid wireless phone service, today announced significant updates to its plans. These updates will offer customers more data, more international, and expanded North American roaming capabilities—with no price increases! As mobile data usage continues to rise, Gen Mobile is stepping up to meet the needs of today's connected consumers and reaffirming its commitment to ensuring that cost is not a barrier to connectivity, especially in the face of rising living costs.

Customers will enjoy more data and more international features at the same price[1]:

- **$10 Plan**: Now includes Unlimited Calling to 100+ Destinations[2]
- **$20 Plan**: 4GB → 5GB
- **$30 Plan**: 7GB → 11GB
- **$40 Plan**: 16GB → 17GB
- **$50 Plan** (10GB Hotspot)[3]: Unlimited (35GB high-speed) → Unlimited (45GB high-speed)
- **$60 Plan** (20GB Hotspot)[3]: Unlimited (35GB high-speed) → Unlimited (45GB high-speed)

In addition, plans $20 and up now include **North America Roaming** with 500 minutes, 500 texts, and 500MB of data per month, ensuring seamless connectivity when customers travel abroad to Mexico and Canada.

"Our customers work hard every day, and they deserve a wireless plan that works just as hard for them," said Robert Yap, Senior Vice President, Gen Mobile. "That's why we're excited to introduce new and enhanced plans designed to empower them to achieve their goals and stay in touch with loved ones around the world—without worrying about their wireless bill."

A Solution for Budget-Conscious Consumers
Gen Mobile's new plans cater to:

- **Budget-conscious individuals and families**: Offering more data and international at affordable prices.

- **Prepaid customers**: Providing customers flexible options to pay month to month, or if they qualify, apply government subsidies, such as the federal Lifeline benefit, to reduce their bill.
- **Those with limited credit**: Delivering reliable service without the need for credit checks and contracts.

Connecting You Near and Far
Gen Mobile operates on **America's largest 5G networks**, providing dependable nationwide connectivity through a physical SIM or eSIM for compatible GSM unlocked devices. All Gen Mobile plans include unlimited calling to 100+ destinations[2], so staying connected to friends and family worldwide while in the U.S. is easy and affordable. When traveling in Mexico or Canada, customers can stay connected with Gen Mobile's North America Roaming feature, included in plans starting at $20/month. In addition**,** the increased value and flexible payment options offer compelling reasons for postpaid and pay-as-you-go consumers to make the switch.

For more information about Gen Mobile's new plans and features, visit www.genmobile.com.

About Gen Mobile
Gen Mobile is committed to ensuring that cost is not a barrier to connectivity by making wireless service more accessible and affordable for all. Customers can pay month to month or, if they qualify, apply for government subsidies, such as the federal Lifeline benefit, to reduce their bill. With budget-friendly plans starting at $10/mo, Gen Mobile empowers people to stay connected to friends and family worldwide without breaking the bank—all on America's largest 5G networks. Gen Mobile is not just a wireless provider; it's on a mission to bridge the digital divide and create a more inclusive and connected world for all. For more information, visit www.genmobile.com. Gen Mobile is a brand of EchoStar Corporation (NASDAQ: SATS).

[1] "More Data. At No Extra Cost." plans are also charged applicable taxes and fees. Unlimited does not mean unreasonable/commercial use. To get 5G/4G high-speed data, you must have a compatible device and SIM. Actual availability, coverage, and speeds may vary.

[2] Unlimited 100+ destinations is for unlimited calls to the first 20 unique int'l numbers called in a month.

[3] Mobile hotspot/tethering data usage for the $50 and $60 plans draw from the respective plan's allotment of 5G/4G high-speed data (45GB at 5G/4G high-speed data, reduced speeds thereafter) and is limited to 10GB for the $50 plan and 20GB for the $60 plan.

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