



T-Mobile and Global Superstar Shakira Announce Multi-Year Partnership

NEW YORK, **October 9, 2013** – T-Mobile announced today a multi-year partnership with international singer, songwriter and Grammy Award-winning music icon, Shakira. The new collaboration between Shakira and T-Mobile officially kicked off today at a T-Mobile customer event in New York's Bryant Park, where Shakira performed to an estimated crowd of 7,500 people, celebrating T-Mobile's announcement that it is offering unlimited global data and texting in over 100 countries to qualifying Simple Choice customers at no extra charge.

"Today is all about bringing the world closer together," said Shakira. "I'm excited to partner with T-Mobile and look forward to being able to share my music in new and innovative ways."

"Shakira is an extraordinary, global entertainer who certainly understands the importance of being connected while she travels the world," said Mike Sievert, CMO, T-Mobile. "She has a passion for communicating with her fans across many platforms and we knew that we could create a collaborative partnership to reach her fans and our customers in unique and exciting ways."

T-Mobile and Shakira will work together to create exciting platforms to promote and market upcoming Shakira single and album releases, create and distribute unique content, and deliver once-in-a-lifetime T-Mobile customer experiences. In addition, the two powerhouses will work together on creative marketing initiatives, including breakthrough advertising campaigns to raise awareness for T-Mobile products and services, as well as Shakira's primary charity, The Barefoot Foundation, which helps to build schools for communities in Latin America.

More details about the partnership will be announced in the near future.

T-Mobile also announced today that it is tearing down borders and ending the insanity of global wireless costs, un-leashing its coverage beyond the nationwide map and going global. T-Mobile's home data coverage area is now larger than AT&T's and Verizon's combined¹ - at no extra charge. Available to both consumer and business customers beginning Oct. 31, T-Mobile's Simple Choice Plan will now include unlimited data and text in more than 100 countries worldwide at no extra charge.

Global data coverage with capable device; not for extended international travel. See details & included countries at www.T-Mobile.com.

About T-Mobile US, Inc.:

As America's Un-carrier, T-Mobile US, Inc. (NYSE: "TMUS") is redefining the way consumers and businesses buy wireless services through leading product and service innovation. The company's

¹ Home data coverage is the area where customers receive data services included in their plan.

advanced nationwide 4G and 4G LTE network delivers outstanding wireless experiences for customers who are unwilling to compromise on quality and value. Based in Bellevue, Wash., T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS. It currently serves approximately 44 million wireless subscribers and provides products and services through 70,000 points of distribution. For more information, please visit <http://www.t-mobile.com>.

About Shakira:

Over the course of her career, Colombian singer-songwriter and Grammy winner Shakira has sold over 60 million records worldwide and has won numerous awards including two Grammys, eight Latin Grammys, four World Music Awards, three American Music Awards and five Billboard Music Awards, to name a few. She is the only artist from South America to have a number one song in the US, and has had four of the 20 top-selling hits of the last decade. At the age of 18, she founded the Pies Descalzos (Barefoot) Foundation which currently provides education and nutrition to over six thousand impoverished children in Colombia and is expanding its work to other countries, including newly launched projects in Haiti and South Africa. In October 2011, Shakira was named a member of President Obama's Advisory Commission on Educational Excellence for Hispanics. Shakira served as coach on the 4th season of "The Voice," NBC's hit reality vocal competition series that searches for the nation's best voice. She will return to the show on season 6. Shakira is currently recording her new album.

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