




Sounds like the plan you've been waiting for

What you get:


2X Twice the service for half the price of equivalent contract phone plans

 State-of-the-art cell phones

 Nationwide coverage on one of America's best networks

 Simple plans that you refill whenever you need to

411 411 directory calls at no additional charge

 No activation, reactivation, cancellation, daily access, roaming or overage fees

UNLIMITED

\$45

30-Day Plan

— INCLUDES —

Unlimited
Minutes, Texts &
Mobile Web Access
Nationwide
Anytime

Save As Much As \$2,500
Versus a 2-year Contract
With the **Unlimited Plan**.

Straight Talk is Only Available at Walmart	Straight Talk Unlimited Plan	2-Year Contract* Unlimited Smartphone
Monthly Cost for Calling, Texting & Mobile Web	\$45	\$150
One-Time Activation Fee	No Charge	\$36
One-Year Plan Cost	\$540	\$1,836
Two-Year Plan Cost	\$1,080	\$3,636

Straight Talk Two-Year Savings: **\$2,556**

ALL YOU NEED

\$30

30-Day Plan

— INCLUDES —

1000
Minutes
PLUS
1000
Texts
PLUS
30MB
of Mobile Web Access

Save As Much As \$1,200
Versus a 2-year Contract
With the **All You Need Plan**.

Straight Talk is Only Available at Walmart	Straight Talk All You Need Plan	2-Year Contract* Industry Average
Monthly Cost for Calling, Texting & Mobile Web	\$30	\$81
One-Time Activation Fee	No Charge	\$36
One-Year Plan Cost	\$360	\$1,008
Two-Year Plan Cost	\$720	\$1,980

Straight Talk Two-Year Savings: **\$1,260**

*According to leading industry sources.

Plan Information

Straight Talk™ in a Nutshell

\$45 Unlimited Minutes, Texts and Mobile Web Access or \$30 All You Need (1000 Minutes/1000 Texts and 30 MB of Mobile Web Access). Both plans come with 30 days of service. Calls to '411' at no extra charge.



Nationwide Coverage on One of America's Best Networks

See package for details.
Available only at participating Walmart stores.
Visit StraightTalk.com or call 1.877.430.CELL (1.877.430.2355).

Our lawyers made us add this stuff.
Don't worry: They can't make you read it.

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Straight Talk

Everything you need in a cell phone without a contract™

**Straight
Talk**

**Choose Your
No-Contract Plan**

Plan price does not include phone

\$45

UNLIMITED
30-Day Plan

— INCLUDES —

Unlimited Minutes

Unlimited Texts

Unlimited Mobile Web Access

Unlimited Calls to 411

\$30

ALL YOU NEED™
30-Day Plan

— INCLUDES —

1000 Minutes

1000 Texts

30MB of Mobile Web Access

Calls to 411

at no extra charge

Let's Talk Straight

The average U.S. cell phone user pays \$81 per month for 577 minutes of use* - and they have to sign two-year contracts for the privilege.

Now Straight Talk offers everything nearly anyone needs in a cell phone - for less than half the contract price!

Straight Talk Unlimited

\$45 a month for unlimited minutes and texts, plus unlimited mobile web access, on one of America's best networks. That's less than half the price of contract unlimited plans and much better coverage than other unlimited no-contract plans. You could save over \$1000 a year - all without contracts, overages, activation and cancellation fees.

Straight Talk All You Need

\$30 a month for 1000 minutes, 1000 text or picture messages. 80% of cell phone users in the U.S. use fewer than 1000 minutes a month*. Why on earth would you buy way more than you need for twice the price?

Let's see. Half the price of competitive services, with state-of-the-art cell phones, the best nationwide coverage and a simple plan that you refill whenever you need to. You don't pay extra for 411 directory calls. You don't pay any daily access fees or overage fees. Why not switch now?

*According to leading industry sources.
Note: Picture messaging sending requires a positive data balance in your account on the \$30 plan.

Get Straight to the Service

Step 1 Choose and buy your Straight Talk cell phone at participating Walmart stores or Walmart.com.

Step 2 Activate your phone at StraightTalk.com, or by calling 1.877.430.CELL (1.877.430.2355). Opt to keep your existing phone number or receive a new one.

Step 3 Select your preferred payment option by enrolling in Auto-Refill or by purchasing a \$45 Unlimited or \$30 All You Need Straight Talk Service Card at participating Walmart stores, Walmart.com, StraightTalk.com or by calling 1.877.430.CELL (1.877.430.2355). For \$45, you get unlimited minutes, unlimited texts plus unlimited mobile web access (for data-enabled phones) for 30 days. For \$30, you get 1000 minutes, 1000 text or picture messages plus 30MB of mobile web access (for data-enabled phones) for 30 days.

Step 4 Talk, Text, send pictures and surf Mobile Web on one of America's best networks.

Step 5 Add another \$45 or \$30 plan every 30 days to keep your account active.

FAQ's

Who is behind Straight Talk?

Straight Talk is a brand of TracFone Wireless, Inc., the 5th largest wireless provider in the U.S. In addition, the TracFone brand is America's #1 Prepaid Cell Phone. Straight Talk operates on one of America's best networks.

Why should I switch from a contract phone to Straight Talk?

The average U.S. contract costs \$81 a month. So you can immediately save \$51 a month - and \$612 a year! - by switching to Straight Talk's All You Need plan.

Can Straight Talk save me money on text messaging? Can we ever!

You pay \$45 for unlimited minutes with unlimited texts or \$30 for 1000 minutes - and we throw in 1000 text messages for not a penny more. Compare that to the 20¢ per text you may pay with contract phones.

What if I run out of minutes?

With Straight Talk, if you're running low before your 30 days, just refill your account for \$45 unlimited talk, text and mobile web access or \$30 for 1000 minutes, 1000 text or picture messages, 30MB of mobile web access (approximately 300 web pages) for another 30 days. There is no carry over of unused services.

Refill Automatically, or Whenever You Want, As Often As You Want.

Auto-Refill - Do It The Easy Way.

Register your credit/debit card, and every 30 days your account will be refilled with the Unlimited Plan (\$45) or the All You Need Plan (\$30) and 30MB of mobile web access for 30 days. You may refill the \$30 plan sooner if you need to. You can cancel any plan at anytime with no penalty.

Refill on Demand - You may refill your account by purchasing a \$45 or a \$30 Straight Talk Service Card at participating Walmart stores, Walmart.com, StraightTalk.com or by calling 1.877.430.CELL (1.877.430.2355).

Two Terrific Plans. Three Terrific Phones.

Now that you've found Straight Talk, your only decision is which plan and which phone to use.



Straight Talk Samsung R451C

Slider with full QWERTY keyboard, 1.3 MegaPixel Camera, MP3 player, Bluetooth®, Caller Picture, Ringtone ID, Text and Picture Messaging plus Mobile Web access.

Straight Talk LG290C

Slider with 1.3 Megapixel Camera, Bluetooth® Wireless Technology, Text and Picture Messaging plus Mobile Web access.



Straight Talk LG220C

External Caller ID, Bluetooth® Wireless Technology, Text Messaging plus Mobile Web Access.



Phones may vary by store.