

EXHIBIT J

From: Kapner, Janice </O=WESTERN WIRELESS CORP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JANICE.KAPNER>
To: McLaughlin, Kevin (Newport); Patterson, Clint; Freier, Jon; Sherrard, Andrew; Sievert, Mike
Sent: 2/25/2017 3:50:05 PM
Subject: Re: NEWS: Add-a-line & free iPhone on Monday

All -

I think this is primarily a business decision. The communications strategy was to look like we had a single set of activities/promotions for existing AND new customers. Get one solid round of coverage & not look like we had a new promo every few days, feed the price war narrative, look like we might be nervous etc.

When we talked to Mike the discussion re: iPhone was to be sure to include an end date on the promo (to signal to our competition that it was really just our turn to run our promo on iPhone for a bit, like they each have etc. & no need to panic that this was long term) so we did discuss the scare factor and he asked that we address it this way.

That said, if PR on a promo like this won't help drive demand or awareness to feed door swings, (as I think Andrew noted in the other email) and you don't want this written about - we can take it out and just do the customer gifting news. It is just counter to the discussions with Staneff and others late last week so we would need to reset with Apple and re-write everything, so I'd like to make sure we are all on the same page going forward.

Let us know :)
Janice

Get Outlook for iOS

On Sat, Feb 25, 2017 at 1:18 PM -0800, "McLaughlin, Kevin (Newport)" <Kevin.Mclaughlin9@T-Mobile.com> wrote:

Mike

I am recommending that we do not announce the iPhone on Monday. This gives competitors time to respond and we wind up neutralizing each other in terms of lift and are just left with the expense without the benefit. A learning from Black Friday that we probably need to trade off the PR to get this benefit but I believe that's a good trade off.

I will stay close to the competitive landscape and let the group know if there are changes but for now I recommend we focus on free AAL which is big news.

Thanks
Kevin

From: Sievert, Mike <mike.sievert@t-mobile.com>

Sent: Saturday, February 25, 2017 8:54 AM

Subject: Re: NEWS: Add-a-line & free iPhone on Monday

To: Sherrard, Andrew <andrew.sherrard@t-mobile.com>, Legere, John <john.legere@t-mobile.com>, Patterson, Clint <clint.patterson28@t-mobile.com>, Ray, Neville <neville.ray@t-mobile.com>, Ewens, Peter <peter.ewens@t-mobile.com>, Kapner, Janice <janice.kapner@t-mobile.com>, Carey, David <david.carey@t-mobile.com>, Miller, Dave (Legal) <dave.miller@t-mobile.com>, Sanford, Cody <cody.sanford@t-mobile.com>, Freier, Jon <jon.freier@t-mobile.com>, Sullivan, Liz <liz.sullivan@t-mobile.com>, Carter, Braxton <braxton.carter@t-mobile.com>, Keys, Thomas <tkeys@metropcs.com>, Field, Callie <callie.field@t-mobile.com>

Cc: Palmer, Jennifer <jennifer.palmer16@t-mobile.com>, Staneff, Matt <matt.staneff@t-mobile.com>, Hogberg, Dan <dan.hogberg@t-mobile.com>, Joyce, Kelsey <kelsey.joyce2@t-mobile.com>, Hart, Chezzarae <chezzarae.hart@t-mobile.com>, McLaughlin, Kevin (Newport) <kevin.mclaughlin9@t-mobile.com>, Malouf, Molly <molly.malouf1@t-mobile.com>, Raz, Patricia <patricia.raz@t-mobile.com>, McBride, Martin <martin.mcbride16@t-mobile.com>

Looks great!!

Mike Sievert
Chief Operating Officer
T-Mobile
@SievertMike

From: Patterson, Clint <clint.patterson28@t-mobile.com>

Sent: Friday, February 24, 2017 7:29 PM

Subject: NEWS: Add-a-line & free iPhone on Monday

To: Sherrard, Andrew <andrew.sherrard@t-mobile.com>, Legere, John <john.legere@t-mobile.com>, Sievert, Mike <mike.sievert@t-mobile.com>, Ray, Neville <neville.ray@t-mobile.com>, Ewens, Peter <peter.ewens@t-mobile.com>, Kapner, Janice <janice.kapner@t-mobile.com>, Carey, David <david.carey@t-mobile.com>, Keys, Thomas <tkeys@metropcs.com>, Miller, Dave (Legal) <dave.miller@t-mobile.com>, Carter, Braxton <braxton.carter@t-mobile.com>, Freier, Jon <jon.freier@t-mobile.com>, Sanford, Cody <cody.sanford@t-mobile.com>, Sullivan, Liz <liz.sullivan@t-mobile.com>, Field, Callie <callie.field@t-mobile.com>

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Gang,

On Monday at 6 AM pt, we're looking to announce a couple of awesome deals launching next week:

- 1) Add-a-line for free for existing customers w/ 2 or more voice lines – promoting it in Tuesdays on 2/28, launching 3/1.
- 2) iPhone 7 for free for switchers, launching 3/3

Our plan is to go big with this news to help drive the business & raise awareness. We'll push the release (below/attached) on the wires and in the newsroom, pitch media, and announce in social (content & plans coming).

These deal have come together very quickly, so we are still awaiting Apple PR feedback.

Please flag any concerns!

Thanks,
Clint

T-Mobile Amps Up the Thankings with a FREE Line of Service and a FREE iPhone 7

*Un-carrier gives customers a proper thanking with one FREE line of service
Plus, switchers to T-Mobile can grab a new iPhone 7 for FREE with trade-in, after rebate*

Bellevue, Washington — February 27, 2017 —T-Mobile is about to thank you like you've never been thanked before! Starting Wednesday, March 1st, T-Mobile (NASDAQ: TMUS) is giving current customers an ENORMOUS thanking with an additional line of service—absolutely FREE. Which means any customer with at least two voice lines can add an additional line for free. Right now, that would be just \$100 for 3 lines of unlimited T-Mobile ONE. Or an additional free line for a new tablet, smartwatch or SyncUp Drive—you name it. Customers can learn more about this latest “thank you” gift from the Un-carrier in the T-Mobile Tuesdays app tomorrow.

Plus, right on top of that, those switching to the Un-carrier can get a FREE iPhone 7 – or iPhone 7 Plus for \$100 – after rebate with no-cost finance agreement and trade-in. This very special offer kicks off this Friday, March 3rd through Thursday, March 16th.

That's a lot of “FREE.” And pretty much *everyone* can get in on the action.

“Customers oughta get thanked on the regular, and that's just what we do at T-Mobile – this time with a free line for just about every current customer,” said John Legere, president and CEO of T-Mobile. “And, now, carrier customers who have been missing out can jump over to the Un-carrier, pick up a free superphone AND get in on the thankings every T-Mobile Tuesday!”

It's never been a better time for carrier customers to give the Un-carrier a look. On top of a free iPhone AND three lines of T-Mobile ONE for the unprecedented price of \$100, you'll be on T-Mobile's super-advanced, wicked-fast LTE network, the nation's fastest according to multiple sources (OpenSignal, Speedtest.net, Twin Prime, and even the FCC), with LTE availability that is neck and neck with Verizon. In fact, studies of real people using their real devices where they really live, work and play show the T-Mobile network is neck and neck with Verizon—if not ahead.

Add a Line for FREE

Now, current Un-carrier customers with at least two voice lines can add an extra line absolutely FREE. Which means you can get yourself another line of unlimited service on T-Mobile ONE, or a line for your car on SyncUp Drive, or a line for your tablet, or a line for your smartwatch. It's completely up to you.

Right now, combined with the Un-carrier's offer of two lines of T-Mobile ONE for \$100, getting an extra line free means you can now get **THREE** lines of T-Mobile ONE for that same \$100 a month with AutoPay!

Because T-Mobile wants to give current customers a proper thanking, the offer applies to all those with T-Mobile ONE, Simple Choice and Simple Choice No Credit plans – almost anyone with two or more voice lines. Even small businesses with up to 11 lines can get in on the deal on their T-Mobile @Work account.

While this deal will be available for a limited time only, you can keep your free line as long as you're on an eligible T-Mobile plan and in good standing or until you make changes. To add your free line, just walk (or run) into any participating T-Mobile store.

Get Your Superphone for FREE

The thanking continues later this week. You can grab your new iPhone 7 32GB for FREE or iPhone 7 Plus 32GB for just \$100. And it's just \$100 more to get the 128GB model or \$200 extra for 256GB.

To qualify, just bring your number and sign up for T-Mobile ONE. Trade in one of more than a dozen qualifying phones (LINK) and get your new iPhone 7 on T-Mobile's Equipment Installment Plan. You'll get credit for your trade-in and a

prepaid MasterCard® with the balance of your rebate via mail after registering online. You can do that as many times as you want, up to 12 free iPhones!

To get your free iPhone, just head down to your participating T-Mobile store between Friday, March 3rd and close of business on Thursday, March 16th.

For more information, please visit www.t-mobile.com/offers/3rdLineFree and www.t-mobile.com/offers/iphoneoffer.

On all T-Mobile plans, if the network becomes intermittently congested, top 3% of data users (>28GB/mo.) may notice reduced speeds due to prioritization. Limited time offers; subject to change. **Free iPhone:** If you cancel wireless service, remaining balance at full price is due. Device pricing for well qualified customers. iPhone 7 \$649.99; \$25.99 down and \$26/mo. x 24 mo. before trade-in & prepaid card. 0% APR. Plus tax. Prepaid cards issued by Citibank N.A., member FDIC, pursuant to a license from MasterCard Int'l, conditions and expiration apply. Must be active and in good standing when cards are processed. Allow 8 weeks. Not combinable with some offers (Carrier Freedom). **Free Line:** Qual'g credit req'd. May take up to 2 bill cycles for discount. 1/acct; must keep existing lines. Taxes/fees may apply on some legacy plans.

About T-Mobile US, Inc.

As America's Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is redefining the way consumers and businesses buy wireless services through leading product and service innovation. The Company's advanced nationwide 4G LTE network delivers outstanding wireless experiences to 71.5 million customers who are unwilling to compromise on quality and value. Based in Bellevue, Washington, T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS. For more information, please visit <http://www.t-mobile.com>.

T-Mobile Media Contacts

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