



Introducing Husky Mobile, the Only Phone Plan Built for Husky Nation On the T-Mobile Network

Husky Mobile contributes to UW Athletics, Scholarship and Student Funds with every customer payment

Exclusive game day VIP Perks and giveaways for Husky Mobile customers

BELLEVUE, Wash., Aug. 27, 2025 – Husky Mobile, the only phone plan built for Husky Nation, was introduced for immediate availability today by Collegiate Mobile. A product of the collaboration between the University of Washington (UW), T-Mobile, Collegiate Mobile, and Learfield, the media and technology company powering college athletics, Husky Mobile is a groundbreaking phone service that allows customers to fund UW, take advantage of exclusive game day perks, and showcase their fandom.

Every monthly customer payment results in an automatic contribution to UW Athletics, Scholarship or Student funds from Husky Mobile. There's no extra cost, just extra money for the teams they love.

Designed especially for UW Husky fans, Husky Mobile offers Student, Faculty and Staff, and Fan plans ranging from \$15 to \$45 per month. All plans contribute to UW each time customers pay their monthly bills. For example, Husky Mobile contributes \$3.15 every month for the \$45 plan.

Husky Mobile makes switching from current wireless carriers easy by allowing customers to keep their current phones and phone numbers, all with no contracts.

EXCLUSIVE GAME DAY VIP PERKS FOR HUSKY MOBILE CUSTOMERS

- **Husky Mobile Fast Pass:** All Husky Mobile customers can skip the lines by showing their phones to gain expedited access to Husky Stadium and other UW athletic events.
- **Same Day Husky Mobile Seat Upgrades:** Husky Mobile customers can get closer to the action on game day with surprise seat upgrades at Husky Stadium and other UW sporting events.
- **Husky Mobile Premium Give Aways:** Husky Mobile customers will be entered into exclusive, premium giveaways all year long like a chance to Run with the Dawgs and enjoy sideline access on game days.

WHERE CONTRIBUTIONS GO

Customers can choose where they want Husky Mobile to make contributions at UW.

- Go BIG Athletics Fund helps power UW Athletics, from training facilities and equipment, to recruiting the next generation of champions.
- UW Scholarship Fund supports deserving students with financial aid that opens doors and creates opportunities across campus.
- UW Student Fund supports students on their UW journey outside of the classroom including student wellness, leadership, and community building/campus life.

MOBILE PHONE PLAN DETAILS

Customers can keep the phones they love, and switch to a plan that matches their love for the Huskies. It's never been easier to make the switch. Learn more about pricing and how easy it is to make the switch at: <https://gohuskymobile.com>.

QUOTES

T-Mobile: "We're excited to team up with Husky Mobile and empower its success through our cutting-edge technology, advanced services, and awarded network," said Dan Thygesen, SVP T-Mobile Product, Partnerships & Growth and head of Wholesale & Innovation. "Together, we're confident this collaboration will fuel strong growth on America's largest 5G network."

UW Athletics: "We are excited to launch this innovative, industry-first mobile partnership with Collegiate Mobile, powered by T-Mobile," said Pat Chun, University of Washington Director of Athletics. "This new product provides Husky fans another meaningful way to support UW Athletics, while partnering with a globally recognized brand that is rooted right here in our community. We look forward to seeing this partnership continue to expand."

Learfield: "Husky Mobile is another example of how we are working with our partners to develop innovative solutions to drive value for our fans, UW Athletics and our partners," said Brandon Forbis, General Manager of Huskies Sports Properties. "This collaboration creates a first of its kind wireless services offering, while directly supporting UW Athletics in ways that matter to our fans and community."

Huskies Sports Properties, the locally based team of Learfield, is the exclusive multimedia rights holder for University of Washington Athletics and oversees all sponsorship agreements on behalf of the Huskies.

Collegiate Mobile: "Husky Mobile gives UW fans a new way to show support for the team they love," said Joe Phillips, CEO of Moxee and Collegiate Mobile. "The tectonic shift in economics for collegiate athletics means universities need to get creative to remain competitive, and Husky Mobile is a new way to drive university investment."

ABOUT COLLEGIATE MOBILE

Collegiate Mobile, on the T-Mobile Network, is the only phone service in the collegiate athletics space. Born out of winning and athletics, the company makes it easy for students, faculty and staff, and fans to fund the teams they love simply by paying their phone bills. Husky Mobile then makes contributions directly to the university programs that customers designate.

ABOUT WASHINGTON ATHLETICS

Washington athletic teams have claimed 57 team national championships across 11 different sports, beginning with its first titles in 1923 in men's rowing and women's rifle, and counting its most recent national championship, also in men's rowing (2025). Traditions of Washington Athletics include 320 Olympians and Paralympians, originating The Wave during the third quarter of a 1981 football game, the familiar Huskies nickname in 1922, and its iconic Sailgating activities and encompassing view at what is known as The Greatest Setting in college football.

ABOUT LEARFIELD

Learfield is the media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

PRESS CONTACT:

pr@collegiatemobile.com