

**For Immediate Release**

**PHONEPHIX RESTRUCTURES PRICING FOR IPHONE INSURANCE PLANS,  
DROPS COVERAGE COSTS FOR MORE THAN 80% OF IPHONE OWNERS**

NEW YORK – [PhonePhix](#), a top-rated [iPhone warranty](#) provider, has restructured the pricing of its popular iPhone insurance plans. Effective immediately, the new pricing simplifies pricing based on the generation, as opposed to device capacity, reducing the cost of its “repair or replace” coverage for more than 80% of iPhone owners. This is regardless of a device’s age or date of purchase.

“iPhones are expensive devices that customers are smart to want to protect, but warranties need to make sense from a cost perspective or they’re not providing a benefit,” said Ed Miller, founder of PhonePhix. “Most of our major competitors have tried to pull the wool over people’s eyes by offering costly plans with high deductibles and restrictions. We believe in providing quality, affordable coverage and service that actually benefits iPhone owners, and restructuring our prices is one way we can do that.”

PhonePhix now offers a standard two-year plan for all iPhone 3G and 3GS models that costs \$120 prepaid (\$5/month). Previously, plans for 3G and 3Gs iPhones cost as much as \$144/month, depending on device capacity. Standard plans for an iPhone 4 drop to \$140/prepaid (\$5.83/month) from \$144/prepaid. The PhonePhix’s unique Power Plan, which provides loaner phone convenience, remains at \$189 prepaid (\$7.88/month).

PhonePhix warranties are transferable to new phone purchases, are not canceled following a claim, and fully cover [cracked screens](#), water damage, battery failures and more. PhonePhix also doesn’t require any documentation, such as proof of purchase or receipts to receive coverage. To sign-up, iPhone users simply download the free PhonePhix [iPhone app](#) directly to their handset and follow a four-step process to register for one of the three plans. The paperless policies are then accessible directly from the handset to make changes or file claims. Claims can also be filed by phone at 1-877-674-4906, and through [PhonePhix.com](#).

**About PhonePhix**

PhonePhix is a top-rated iPhone warranty provider that offers convenient, affordable coverage for iPhone 3G, 3Gs and 4 through a free PhonePhix app. It is a registered service of Oxford Marketing Partners LLC. PhonePhix policies are underwritten AMT Warranty Corp., Technology Insurance Company, Inc., as described in the PhonePhix terms of service.

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