**AT&T is Facing $100 million Fine For "Unlimited" Ads**

The Federal Communications Commission has fined AT&T $100 million for advertising unlimited data plans and then slowing down customers' connections once they had exceeded a certain data cap. "The FCC will not stand idly by while consumers are deceived by misleading marketing materials and insufficient disclosure," FCC Chairman Tom Wheeler said. AT&T said it would be "vigorously disputing the FCC's assertions."

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<http://www.adweek.com/news/technology/fcc-hits-att-100-million-fine-its-deceptive-unlimited-data-ads-165391>