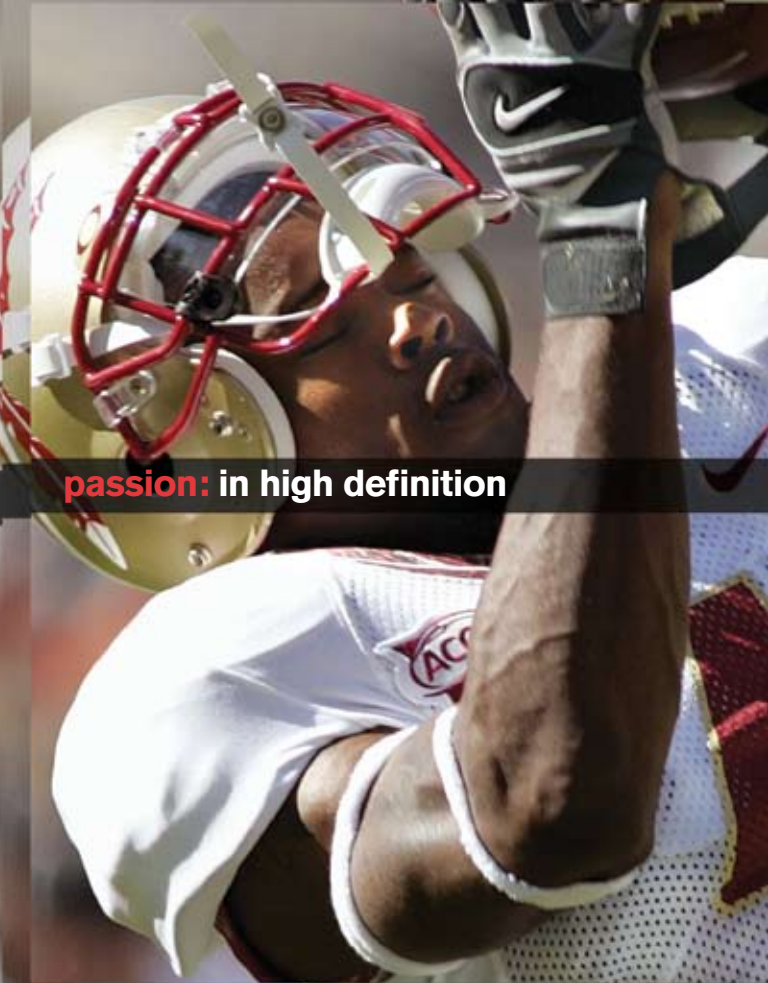


DishHD™



passion: in high definition



dishnetwork.com/dishhd

TERMS AND CONDITIONS

MONTHLY CREDIT FOR 10 MONTHS OFFER:

A Digital Home Advantage customer who subscribes to qualifying high-definition (HD) programming (including DishHD Bronze or higher) and submits a redemption form and copy of the first bill with DISH Network services within 60 days of activation will receive \$20.00 credit each month for up to 10 consecutive months. Customer must maintain qualifying HD programming to receive \$20 credit. Credit will be reduced to \$10 if customer downgrades from HD programming to qualifying SD programming (including America's Top 60 or higher, DishLATINO or higher, International programming with a monthly cost of \$29.98 or higher). Customer must maintain qualifying SD programming to receive \$10 credit. Customer will forfeit \$10 credit in the case of a downgrade from qualifying SD programming or service disconnection prior to 10 months of credits. Maximum number of months with credits is 10. Visit www.dishnetwork.com/100back for details.

3 FREE MONTHS OF MOVIE PACKAGE:

A Digital Home Advantage customer who activates and subscribes to one or more qualifying movie packages will receive a credit for one of the selected movie packages for each of the first 3 months. Qualifying movie packages include HBO, Starz Movie Pack, Showtime Unlimited and Cinemax. After 3 months, movie package programming will continue to be billed at then-current price unless customer elects to downgrade within 30 days of end of 3-month period. There will not be a Change of Service Fee for this downgrade.

DIGITAL HOME ADVANTAGE:

ALL EQUIPMENT REMAINS THE PROPERTY OF DISH NETWORK AT ALL TIMES AND MUST BE RETURNED TO DISH NETWORK WITHIN FIFTEEN DAYS OF ACCOUNT DEACTIVATION OR CUSTOMER MUST PAY AN UNRETURNED EQUIPMENT FEE AS FOLLOWS: VIP622 DVR - \$400; DISH Player-DVR 522/625 and VIP222 - \$300; DISH 322 and VIP211 - \$200; DISH 311 - \$100; Outdoor LNB and Quad Switch - \$100. Customer pays a \$49.99 Activation Fee. A customer who agrees to an 18-month commitment will receive a \$49.99 credit on the first bill. For 18-month commitment, if qualifying service is terminated prior to end of 18 months, a cancellation fee equal to the lesser of \$240 or \$13.33 per month for each cancelled month of service will apply. Customer may be required to pay a \$99 lease upgrade fee for a second DISH DVR receiver, based on model. Customer will be required to pay a \$199.99 lease upgrade fee for the VIP622 DVR receiver. The lease upgrade fees are not deposits and are non-refundable. Offer requires qualifying programming purchase. Customer must provide Social Security Number (or the last 4 digits of the Social Security Number) and a valid major credit card. Participation is subject to credit approval. Qualifying package price includes a monthly equipment rental fee for the first receiver, based on model of receiver: \$5.00 for DISH Player-DVR 522/625, DISH 322, DISH 311; \$6.00 for VIP622 DVR, VIP222, VIP211. In addition, customer will be charged a monthly equipment rental fee for each receiver beyond the first, based on model of receiver: \$5.00/mo. per DISH Player-DVR 522/625, DISH 322, DISH 311; \$6.00/mo. per VIP622 DVR, VIP222, VIP211. Additional charges apply for other configurations. Participating retailers may require additional terms and conditions.

Digital Home Advantage offer is available from DISH Network and participating retailers for new, first-time DISH Network residential customers (only 1 per household) in the continental United States through 1/31/07. All prices, packages and programming subject to change without notice. Number of channels may decline. Local and state sales taxes may apply. Where applicable, monthly equipment rental fees and programming are taxed separately. Activation Fee is completely non-refundable once the system is activated. The Digital Home Advantage includes a satellite TV system with an eligible configuration of up to 4 tuners. Standard Professional Installation and choice of qualifying programming, including DishFAMILY, America's Top 60, America's Top 60 Plus, America's Top 120, America's Top 180, DishLATINO, DishLATINO Plus, DishLATINO Dos, DishLATINO Max, Great Wall TV Package, DishHD Bronze, DishHD Silver and DishHD Gold. Other programming may qualify. For this offer, Standard Professional Installation includes typical installation of one single-dish antenna configuration, typical hook-up of up to 4 tuners to up to 4 TVs and equipment testing. Additional charge of \$199.95 may apply for a DISH 500+ / 1000+ antenna required for certain International programming. More complex installations may require additional fees; other installation restrictions apply. Prices valid at time of activation only; additional fees will apply to upgrade after installation. No more than two dual-tuner receivers per account are permitted (including no more than one VIP622 DVR receiver), or a total of four single-tuner receivers (including no more than two VIP211 receivers) per account if no dual-tuner receivers are chosen. Any unreturned equipment fees will automatically be charged to the customer's DISH Network account or the customer's credit or debit card provided to DISH Network. Social Security Numbers are used to obtain credit scores and will not be released to third parties except for verification and collection purposes or if required by government authorities. Customer authorizes DISH Network to investigate creditworthiness. Customer further authorizes DISH Network to report any payment defaults to credit reporting agencies. Customer acknowledges and agrees that DISH Network is not extending credit and that the unreturned equipment fees are not interest, a credit service fee or a finance charge. DISH Network shall determine eligibility for this offer in its sole and absolute discretion. Programming and other services provided are subject to the terms and conditions of the promotional agreement and Residential Customer Agreement, available at www.dishnetwork.com or upon request. There is a \$5.00 Change of Service Fee for each programming change except a \$10.00 Change of Service Fee for each Adult programming change. Each of Customer's receivers must be continuously connected to Customer's same land-based phone line. The \$5.00 per month dual-tuner receiver additional outlet programming access fee(s) will be waived monthly for each such receiver. DISH Network's equipment confirms is continuously connected to Customer's same land-based phone line. DISH Network's confirmation process shall be the sole method utilized to determine if Customer's monthly additional outlet programming access fee(s) will be waived. A \$5.98 per month DISH Network DVR Service fee will be charged for each DVR receiver. A \$6.00 per month HD Enabling fee will be charged to an account that has one or more HD receivers but doesn't carry qualifying HD programming, including DishHD Bronze or higher. The first DISH Network bill covers the first two months of service. All future bills will be for one month of service. Standard warranty includes no-cost repair/replacement of manufacturer defects during the first 90 days. After the first 90 days, a \$14.95 shipping charge applies to warranty equipment replacement by mail, and a \$99 in-home warranty trip service charge applies. See complete warranty information at www.dishnetwork.com for full terms and conditions. Subscription to adult programming is restricted with the DishFAMILY programming package. ESPN and ESPN2 programming subject to change and blackout restrictions, and is licensed separately for residential and commercial use. Some games telecast locally may also be included in ESPN packages. FOX Sports Networks programming subject to blackout restrictions and licensed for residential use only. Regional sports networks not available in all areas. Local channels by satellite are only available to customers who reside in the specified local Designated Market Area (DMA). Channels may vary by market. Local channels may require an additional dish antenna from DISH Network, installed free of any charges with subscription to local channels at time of initial installation. Cities subject to change without notice. See the DISH Network Digital Home Advantage Customer Agreement for complete details. All service marks and trademarks belong to their respective owners. ©2006, EchoStar Satellite L.L.C. All rights reserved.

Feel it, Smell it, Touch it,
Taste it. **Live it. DishHD.**

America's Largest
High-Definition Lineup.
**Twice as many national HD
channels as anyone else.**



Whatever your passion, live it in HD with DishHD.

**It's more than watching TV,
it's living life in high definition.**
**Experience twice as many
national HD channels.**



HD: Frequently Asked Questions

Why is DishHD so great?

DishHD is America's LARGEST HD programming lineup with over 200 hours of high-definition programming each day. Get twice as many national HD channels as anyone else!

What is HD?

High definition is a high-resolution format for programming. The picture is 6x sharper than today's standard-definition broadcasts, resulting in a more lifelike experience.

What does "HD-ready" mean?

"HD ready" TVs can accept an HD signal from a tuner or decoder through a built-in connection.

Don't I already have high-definition because I have an HD television?

HDTV is more than just a bigger TV. Your television may say "HD-ready," but you'll still need an HD receiver to access a full array of HD programming. DISH Network offers the most advanced state-of-the-art HD solution, with twice as many national HD channels as anyone else.

What do I need to get true HD?

There are 3 essential components to HD:

- **HD television**
- **HD receiver**
- **HD programming**

When you combine DishHD programming with DISH Network receivers and your HD television, you'll have an affordable home-theater experience right in your living room.

HD Equipment

State-of-the-art HD receivers.

All of DISH Network's HD receivers work with your HD television to offer the most advanced features available including:

- View high-definition and standard-definition programming
- View local HD programming (where available)
- Supports Dolby® Digital 5.1 Surround Sound
- Widescreen Electronic Program Guide
- Convenient on-screen Caller ID with history (Requires Caller ID subscription with local phone company)

Upgrade to HD DVR.

DISH Network's HD DVR has been called "the most fully featured, versatile, and future-ready high-def DVR you can buy today" by the editors of CNET.*



- Record – and playback – in HD
- Get DVR functions on two independent TVs – it's like having 2 DVRs for the price of one
- Watch and record programming on two separate TVs (1 high-definition TV and 1 standard-definition TV)
- Record up to 200 hours of standard-definition programming or 30 hours of high-definition programming (or a combination of both)
- Pause and replay live HD television
- View two live programs at the same time through Picture-in-Picture

Next page: Great offers on our best HD programming

* Editor's Choice award, CNET consumer technology review, September

DishHD. America's Largest HD Lineup.

Whatever your passion. **Live it. DishHD.**



© 2006 Discovery HD Theater

Discovery HD Theater



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TNT HD



Courtesy of ESPN HD

ESPN HD



Courtesy of ESPN2 HD

ESPN2 HD



Courtesy of Food Network HD

Food Network HD



Courtesy of HGTV HD

HGTV HD



Courtesy of NFL Network

NFL Network HD



Courtesy of National Geographic Channel HD

National Geographic Channel HD



Apollo 13 on Universal HD

Universal HD



Sheryl Crow performing live on Soundstage on Rave HD

Rave HD



Autumn in New York on Film Fest HD

Film Fest HD



GGL's Digital Life Counter-Strike Tournament on GamePlay HD

GamePlay HD



Pet Alien on Animania HD. ©2004 MYP/Antefilms/Crest/Telegael

Animania HD



Thunderbirds on Family Room HD

Family Room HD



Filmscapes: A Filmmaker's Journey on Equator HD

Equator HD



She's The Man on DISH Network PPV in HD

DISH Network PPV in HD



The Architect on HDNet Movies

HDNet Movies



Game of Death on Kung Fu HD

Kung Fu HD



Halloween on Monsters HD

Monsters HD



Farewell My Concubine on World Cinema HD

World Cinema HD



Courtesy: HDNews

HDNews



The North Face Expeditions: Shelter from the Storm on Rush HD

Rush HD



Spanish Premier League Soccer on WorldSport HD

WorldSport HD



Artland on Gallery HD

Gallery HD



Courtesy of HDNet

HDNet



RM Auction of 1961 Chaparral 1 Sports Racing Car on Treasure HD

Treasure HD



Full Frontal Fashion on Ultra HD

Ultra HD



Harry Potter and the Goblet of Fire on HBO*

HBO HD



Walking Tall courtesy of Showtime HD.

Showtime HD



Dark Water © 2006 Touchstone Pictures.

Starz HDTV

With 30 national HD channels available, Dish**HD** offers something for everyone – sports, movies, news, lifestyle and family entertainment. In fact, with twice as many national HD channels as anyone else, it's America's Largest High-Definition Lineup.

Whatever your passion.

Live it. DishHD.

Dish**HD** Bronze ~~\$49.99~~/month

\$29.99/month

For 10 months (after mail-in redemption).

Includes 26 high-definition channels plus **over 80** standard-definition channels.

Choose to add your local channels (where available)



just \$5.00/month. Channels may vary by market.

Other HD packages available:

Dish**HD** Silver ~~\$59.99~~/month

\$39.99/month

For 10 months (after mail-in redemption).

Includes 26 high-definition channels plus **over 200** standard-definition channels.

Dish**HD** Gold ~~\$69.99~~/month

\$49.99/month

For 10 months (after mail-in redemption).

Includes 27 high-definition channels plus **over 240** standard-definition channels.

FREE 3 months – the premium movie package of your choice (pick one)



9 Channels



5 Channels



11 Channels



9 Channels

Switch to DISH Network today and get:

FREE HD receiver upgrade
(HD DVR available at an additional cost)

FREE Standard Professional
Installation (up to 4 rooms)

NO equipment to buy

Restrictions apply. See reverse for details.