



## DISH Network HD Promotion For New and Existing Customers Comes Out On Top!

June 4, 2010

Dear DISH Network® Retailer,

Communications from DIRECTV that you may have received about their new offer are misleading in that they claim that their offer is best, and we would like to set the record straight and explain the real differences.

Available to both new and existing customers	DISH	DIRECTV
	YES	NO

- All of the millions of DISH Network subscribers – both new as well as existing – are provided with the opportunity to take advantage of “HD Free for Life,” whereas DIRECTV’s existing customers are not allowed to participate in their new HD offer. Imagine how upset all DIRECTV current customers will be when they cannot participate in DIRECTV’s new HD offer. Now is the perfect time for them to switch to DISH Network.

Get the Whole Picture	DISH	DIRECTV
SD Local Markets	100%	82%
HD Local Markets	74%	65%
Most National HD	YES! – 200 channels	NO – Over 160 channels

- Not only does DISH Network offer SD locals in 100% of DMAs, we also offer the most HD choices for new and existing customers, all for one low price!

First billing statement is <u>easier</u> for new customers to understand	DISH	DIRECTV
	YES	NO

- We’ve simplified our billing process by now charging customers for only one month of service (plus applicable fees and taxes) on their first bill! Because new customers pay for their first month of services prior to activation, they can start their first day with DISH Network knowing that they have already paid for their first month of service, and that their next statement will reflect a typical month of service. This reduces confusion, eliminates customer service calls to you and creates a higher level of customer satisfaction.

Must sign up for AutoPay	DISH	DIRECTV
	YES	YES

- **We encourage all customers to enroll in AutoPay because of the benefits!** Customers who enroll in AutoPay can ensure their billing statements are paid on time. Additionally, AutoPay provides us with cost savings, giving us the opportunity to *pass cost savings to our customers*. Lastly, DISH has found that customers with AutoPay are stickier and less likely to disconnect their accounts.

Requires Paperless Billing	DISH	DIRECTV
	YES	NO

- **One of the options to participate in DISH's "HD Free for Life" offer is for subscribers to enroll in AutoPay with Paperless Billing (with a 24-month term commitment).** Customers enrolled in AutoPay can conveniently view their account at any time either online or on their TV via Chanel 100. Additionally, customers can earn monthly rewards from their card issuer and don't forget that Paperless is great for the environment.

Hassle-free customer participation	DISH	DIRECTV
	YES	NO

- **With DISH, there are no hassles, no gimmicks and no rebates.** DISH Network customers, both new and existing, who wish to receive "HD Free for Life" can do so during the activation or upgrade process without the need to send in a separate form. In fact, existing customers that already qualify to receive "HD Free for Life" were provided with the program without even the need for a phone call.

Second TV viewing at no additional charge	DISH	DIRECTV
	YES	NO

- **With DISH Network's industry leading and innovative dual-tuner technology, customers can receive and watch independent programming on two TVs without paying extra fees.** With DISH, customers can take advantage of our dual-tuner technology, making it less expensive to provide TV-service to more rooms, since one dual-tuner receiver can be used for every two rooms!

**DISH Network will continue to provide Retailers with the most innovative, effective and simplest offers, just as we have for years.**

**Thanks for supporting DISH Network!**

**Amir Ahmed**  
**Senior Vice President of Sales and Distribution**

### 4-Room Scenario: 2 HDTVs / 2 SDTVs / 2 TVs with DVR Functionality (HD DuoDVR™ and HD Duo Receiver Model Families)

DISH Network			DIRECTV	
Upfront Costs		Savings with DISH	Upfront Costs	
HD DuoDVR™ Receiver Upgrade	FREE	Upfront Savings with DISH \$99.00	DIRECTV Plus® HD DVR	\$0
HD Duo Receiver Upgrade	FREE		DIRECTV Plus® DVR Receiver	\$99
			DIRECTV® HD Receiver	\$0
			DIRECTV Receiver	\$0
<b>Total</b>	<b>\$0</b>		<b>Total (only after rebate)</b>	<b>\$99</b>
Monthly Bill		Savings with DISH	Monthly Bill	
America's Top 200	\$54.99	Regular Monthly Savings \$14.00	CHOICE XTRA™	\$63.99
HD 200 Free	\$0.00		HD Access	\$10.00
DVR Service Fee	\$6.00		DVR Service	\$7.00
HD Duo Receiver	\$14.00		Whole-Home DVR Service	\$3.00
		Promotional Monthly Savings \$0.00	Additional Receiver Lease Fee	\$5.00
<b>Regular Monthly Price</b>	<b>\$74.99</b>		Additional Receiver Lease Fee	\$5.00
\$15 Credit - 12 months of Savings!	\$15.00		Additional Receiver Lease Fee	\$5.00
<b>Promotional Monthly Price for 12 Months</b>	<b>\$59.99</b>		Free HD For Life	(\$10.00)
			<b>Regular Monthly Price</b>	<b>\$88.99</b>
			\$29 Credit (12 Months - Rebate Required)	\$29.00
			<b>Promotional Monthly Price for 12 Months</b>	<b>\$59.99</b>
1st Year Costs		Savings with DISH	1st Year Costs	
\$59.99/mo. x 12 =	\$719.88	1st Year Savings \$99.00	\$59.99/mo. x 12 =	\$719.88
Equipment Costs	\$0.00		Equipment Costs	\$99.00
<b>Total 1st Year Costs</b>	<b>\$719.88</b>		<b>Total 1st Year Costs</b>	<b>\$818.88</b>
2nd Year Costs		Savings with DISH	2nd Year Costs	
\$74.99/mo. x 12 =	\$899.88	2nd Year Savings \$168.00	\$88.99/mo. x 12 =	\$1,067.88
<b>Total 2nd Year Costs</b>	<b>\$899.88</b>		<b>Total 2nd Year Costs</b>	<b>\$1,067.88</b>
2 Year Total Costs		Savings with DISH	2 Year Total Costs	
1st Year Costs =	\$719.88	2 Year Total Savings \$267.00	1st Year Costs =	\$818.88
2nd Year Costs =	\$899.88		2nd Year Costs =	\$1,067.88
<b>2 Year Total Costs</b>	<b>\$1,619.76</b>		<b>2 Year Total Costs</b>	<b>\$1,886.76</b>

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