



## FACTS BLAST

### IMPORTANT NOTICE

#### DISH Network Sharp HDTV Discount Offer – Expires January 31, 2008

September 10, 2007

Dear DISH Network Retailer,

We're excited to announce a unique consumer promotional offer aimed at providing more DISH Network customers with the opportunity to enjoy the superior quality of DishHD™! Qualifying new and existing DISH Network customers may purchase discounted, cutting-edge, flat panel Sharp AQUOS HD LCD TVs – including a number of Sharp's full HD 1080p models – with free delivery within qualifying areas of the continental United States (certain delivery restrictions and applicable taxes may apply). While supplies last, qualifying DISH Network customers may take advantage of **discounts of up to \$800** on certain Sharp TV models currently available through this promotional offer!

Subject to applicable terms and conditions, Sharp will have TVs ordered through this promotional offer delivered to the DISH Network customer's home. Delivery includes the carrying of the TV inside the home, placement of the TV on the customer's furniture (e.g., a table, night stand, or TV stand), and removal of the TV box from the home. Any additional installation, including mounting the TV on a wall, is not included in this promotional offer.

#### Additional Information:

- In order to purchase discounted Sharp AQUOS HD LCD TVs through this promotional offer, customers must log into their DISH Network account on our consumer website, [www.dishnetwork.com](http://www.dishnetwork.com), using a valid customer account number. Customers who are not currently registered to use DISH Network's online customer service application will need to create a login and password and accept all applicable terms and conditions of use before logging into their online account.
  - New subscribers may access their [dishnetwork.com](http://dishnetwork.com) online customer account approximately one hour after their DISH Network account has been set up using the account number generated and shown on their new customer promotion agreement.
  - Once customers have logged into [www.dishnetwork.com](http://www.dishnetwork.com), they may navigate to the Sharp offer web page and click on the "order now" link. This will take the customer to Sharp's Direct Sales website where qualifying customers may purchase a TV.
  - TVs are currently available in a variety of screen sizes, from 26" up to 65". Subject to applicable terms and conditions, qualifying TVs that are 42" and larger may come with an extended three-year warranty from Sharp at no additional charge.
    - Customer account log in is required to make a purchase. You may browse descriptions of Sharp HDTV models available through this promotional offer and view sample prices through a link on the [www.dishnetwork.com](http://www.dishnetwork.com) homepage without logging in to a customer account.
  - You may wish to consider asking your new customers if they plan on placing an order through this promotional offer and then following up with them regarding the estimated date of delivery of their new HDTV. In this way, you may be able to coordinate the scheduling of such customers' installation of DISH Network service with the arrival of their new HDTV.
  - The acceptance and fulfillment of all orders for TVs under this consumer promotional offer will be performed by or through Sharp and not by EchoStar or any of its Affiliates. As such, any questions regarding TV purchases under this promotional offer, conditions of applicable warranties and/or Sharp's return policy should be directed to Sharp. Please refer to Sharp's "Help" information on the promotional offer web page.

## Marketing and Messaging:

- With this great discounted Sharp AQUOS HD LCD TV offer, qualifying subscribers may have the opportunity to get a complete HD solution with DISH Network.
- There's no mail-in rebate form – eligible customers simply log into their account on [www.dishnetwork.com](http://www.dishnetwork.com) and make their purchase – saving up to \$800 *instantly* on a Sharp AQUOS HD LCD TV, with free delivery (as described above)!
- Additional DISH Network promotional offers in which qualifying customers may also participate include:
  - **DishHD Free for 6 Months Offer** – Includes up to 39 national HD channels (subscriptions to other programming packages are required as well as an 18-month term agreement). Please refer to Important Notice – Q3 Promotional Programs and Offers – 081407 for more information.
  - **HBO® and Cinemax® Free for 3 Months Offer** – Includes 15 commercial-free movie channels (18-month term agreement is required). Please refer to Important Notice – Q3 Promotional Programs and Offers – 081407 for more information.
  - **Free HD DVR Upgrade** – \$5.98/mo. DVR Service Fee applies.
  - **Free Standard Professional Installation** – For up to 4 rooms.
- Ad slicks and radio ads will be available on DishMarketingSolutions for you to promote this great offer.

Now, customers who've wanted to subscribe to HD programming but have hesitated because of the cost of an HDTV no longer need to wait. With this special offer, qualifying new and existing customers may purchase an advanced LCD HDTV at a discounted price, which includes free delivery and up to a 3-year warranty from Sharp on select TV models! Please keep in mind that high-definition programming requires a subscription to a qualifying programming package (DishHD package and AT100 or higher package) and necessary equipment, including a qualifying HD receiver and HD television.

## Thanks for Supporting DISH Network

The foregoing may be subject to applicable Business Rules and/or different terms and conditions of your Retailer Agreement with EchoStar Satellite L.L.C. ("EchoStar"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules and the terms and conditions set forth above, the terms and conditions of such Business Rules shall be controlling.

With respect to hardware purchased by a Retailer from Echosphere L.L.C. ("Echosphere"), all equipment discounts and other Incentives shall be paid by EchoStar subject to and in accordance with the terms and conditions of each participating Retailer's Retailer Agreement and applicable Business Rules. With respect to hardware purchased by a Retailer from an Authorized Distributor, any and all equipment discounts and other Incentives shall be paid by the Authorized Distributor in accordance with and subject to the terms and conditions of your applicable agreement(s) with such Authorized Distributor. Notwithstanding anything set forth in this Facts Blast to the contrary, any and all references herein to equipment discounts and/or other Incentives shall apply solely and exclusively to Retailers who purchase their hardware from Echosphere. All capitalized terms set forth in this and the immediately prior paragraph shall have the meaning ascribed to them in your Retailer Agreement.