

# RETAILER NEWS

## FROM CES

We broadcasted our second annual Retailer Chat live from the **International Consumer Electronics Show (CES) in Las Vegas**, the world's largest electronics tradeshow, where both DISH Network and Sling Media exhibited exciting new technology and equipment!

As America's fastest growing pay-TV provider, we were proud to exhibit at CES among more than 2,500 other exhibitors demonstrating cutting edge products in categories such as Video Hardware & Software, Broadband and WiFi Technology, and Satellite Systems.



*(Jim and Amir broadcasting the Retailer Chat live from the set of NBC Universal at CES)*

### Offers and Promotions

During the Retailer Chat, Jim and Amir emphasized our tremendous momentum – and since we do not want to slow down your advertising and marketing in January, we will be extending the **“\$15/mo. Off for 12 Months”** and **“\$10/mo. Off for 12 Months”** offers, as well as our premium movie package offer, **“HBO and Showtime Free for 3 Months,”** through May 31, 2010! Please note that the **“Cinemax for a Year for a Penny”** offer will end on January 31, 2010.

Additionally, our **Promotional Programs** including DHA/DHA-24, Formers DHA-24, ClubDISH DHA-24 (24-month commitment only) DHA TOO, FlexTV, Alaska/Puerto Rico/US Virgin Islands (24-month commitment only) and “Cash and Carry,” are also extending through May 31, 2010.

There are a few other changes we are making, effective February 1<sup>st</sup>, so please make sure to tune into the next **Retailer Chat on Thursday, January 14<sup>th</sup> at 12:00 (noon) ET**. Some of the changes will include decreases on equipment pricing, updates to Retailer Incentives, and simplification of customer fees; we will go into greater detail about these changes during the next chat. However, Jim and Amir briefly discussed a few changes on the January 8<sup>th</sup> Retailer Chat at CES including:

- **“Whole-home DVR Fee”** – In an effort to simplify our customer fees, we are switching new and existing customers to a \$6.00/mo. “whole-home” DVR fee – so that customers with one or more DVRs will be charged one fee per account, not per DVR receiver.

- There will also be some changes made to the DishHOME Protection Plan (DHPP) Program, which will be called by a new name, **“Service Plan”** effective February 1<sup>st</sup>. Service Plan will be available to new DHA-24 customers for 6 months for no additional charge (changing from 9 months) beginning February 1, 2010.
- Another great announcement for February 1<sup>st</sup> is that the DHA/DHA-24 promotion will include **up to 6 leased tuners and 3 leased receivers** per account (before February 1<sup>st</sup> the maximum was 4 leased tuners and 4 leased receivers). This means that you may advertise “free standard professional installation for up to 6 rooms!” starting on February 1<sup>st</sup>! Please refer to the new Co-op Advertising Guidelines for more information.

### Marketing

Ira Bahr was also on the Retailer Chat to speak about DISH Network's new marketing strategy and materials. Our new look and feel is clean, simple and continues to focus on a \$24.99 price point. Visit [DishMarketingSolutions](http://DishMarketingSolutions) today to download **new marketing items** under “Search Creative Elements” such as new disclaimers, ad slicks, cascades, graphic elements, posters, tear pads, banners and more.



*(New Q1 2010 banner now available on DishMarketingSolutions)*

Additionally, we are extending our **“75/75 Co-op Special”** through May 31, 2010. This includes a \$75 accrual for each qualified activation, and 75% reimbursement on eligible tactics.

### Programming

We were also happy to announce that we will **not be increasing the price of our core programming packages in Q1 2010!** What's more, the names of our core packages will change back to our popular and recognizable “America's Top” – with Classic Bronze 100 changing to **“America's Top 120,”** Classic Silver 200 changing to **“America's Top 200,”** and Classic Gold 250 changing to **“America's Top 250.”** There will also be no price increases on our DishLATINO, HD, or premium movie packages for Q1 2010.

### 2010 Vancouver Olympic Winter Games on NBC Universal

**NBC Universal** not only lent us the use of their set at CES which allowed us to broadcast live from Las Vegas for the second year in a row, they also sent two guest speakers to talk with Jim and Amir on the show. Glenn Reitmeier, SVP of Technology Standards & Strategy at NBC Universal, discussed how new technology is affecting programming content, and Perkins Miller, SVP of Digital Media, and General Manager for Universal Sports

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Network for NBC Universal's Sports & Olympics Group, talked about the **Vancouver Olympic Winter Games** programming.

Beginning February 12<sup>th</sup>, DISH Network customers will have access to *hundreds* of hours of programming from NBC Universal's coverage of the Vancouver Olympic Winter Games. Customers will be able to catch the action including gold medal coverage on their local **NBC** network affiliate, and also on **USA Network**, **CNBC** and **msnbc** – and each of these channels are available in stunning DISH Network HD! Customers with HD & Platinum can also see Winter Olympics programming on **Universal HD**.

## iTV DishHOME

Starting February 12<sup>th</sup> and running through the end of the Vancouver Games on February 28<sup>th</sup>, iTV DishHOME Channel 100 will offer special interactive programming for no additional charge!



(NBC Olympics Showcase on DishHOME Channel 100)

DISH Network's iTV mosaic on Channel 100 will broadcast up to six screens of Olympic content from NBC Universal. These six screens can be watched simultaneously or one at a time.

We will also feature the **NBC Olympics Showcase** on DishHOME. Here DISH Network subscribers can access top news stories, medal counts, Team USA Reports, athlete bios and much more.

## VOD/IPVOD

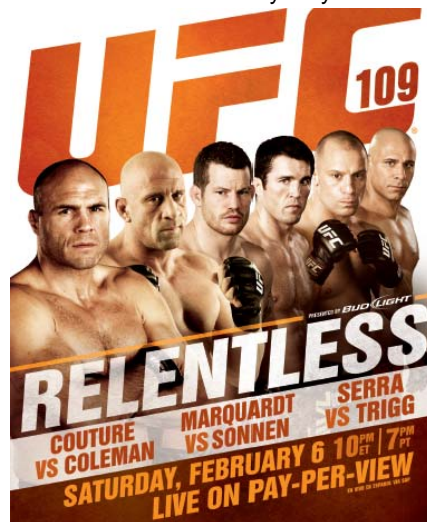
NBC Universal's ondemand coverage of the Vancouver Games will be available to qualifying subscribers through DISH On Demand at no additional charge!

This is planned to include up to 15 daily DISH On Demand highlight packages of certain key events, with a portion available in HD. Our IPVOD service, DishONLINE, will also offer up to 5 daily long-form replays of some of the day's best events.

To view **DISH On Demand** content, customers must have a ViP® 722/k DVR, ViP 622 DVR, ViP 612 DVR, 625 DVR or 522 DVR receiver. To view **DishONLINE** (IPVOD) content, customers must have a ViP 722/k DVR, ViP 622 DVR, and ViP 612 DVR receivers. Please note that eligible receivers must be connected to a broadband Internet connection in order to access DishONLINE content.

## Ultimate Fighting Championship (UFC) Pay Per View (PPV) on DISH Network

DISH Network carries great UFC content, and we will be offering "UFC 109: Relentless" on Saturday, 10:00 p.m. ET, on February 6<sup>th</sup>, live on PPV from the Mandalay Bay Events Center, in Las Vegas.



(UFC 109: Relentless on DISH Pay Per View)

In the main event, it's the clash of legends UFC fans have waited ten years for when Hall of Famers **Randy "The Natural" Couture** and **Mark "The Hammer" Coleman** finally square off in a battle for the ages. The UFC's top two middleweight contenders, **Nate Marquardt** and **Chael Sonnen**, collide in a bout that will move the winner one step closer to a world title shot. Plus, two of the game's 170-pound superstars, former champion **Matt Serra** and two-time title challenger **Frank Trigg**, meet for the first time in a pivotal matchup.

- Channels: 455/472 (SD) and 549 (HD)
- Price: \$44.99 (SD) and \$54.99 (HD)
- Order using your remote on channels, online at [dishnetwork.com/mma](http://dishnetwork.com/mma) or call 1-877-DISH PPV (347-4778).

## New DISH Network Technology Exhibited at CES 2010

We introduced "TV Everywhere™" at CES 2010 – which is a suite of integrated products designed for watching TV anytime and anywhere! This is a comprehensive solution for consumers to pay once for content and then remain connected to their TV everywhere. DISH Network customers will be able to enjoy live and recorded shows throughout their home and on the go, using the same program guide, menu and navigation they are familiar with on their home TV.

TV Everywhere from DISH Network provides customers with access to all their live and recorded programming on a laptop, mobile device, or anywhere in the home wirelessly. Key components of TV Everywhere include the TV Everywhere Adapter; the award-winning ViP 922; the new DISH Network WiFi HD Monitor; and the newly-released DISH Remote Access App.

DISH Network expects to launch the TV Everywhere Adapter, the ViP 922 and the WiFi Monitor in the second quarter of 2010.



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- **TV Everywhere Adapter** – The world's smallest Slingbox, the adaptor adds Slingbox technology to existing DISH Network HD DVR receivers such as the ViP 722k. The TV Everywhere Adapter (shown below) is a sleek, ultra-slim device that easily connects to compatible set-top boxes via a single USB cable, removing the need for additional wires or a separate power supply. Once activated, the TV Everywhere Adapter provides DISH Network customers with the freedom to watch their favorite TV programming anytime and anywhere on laptops and mobile phones.



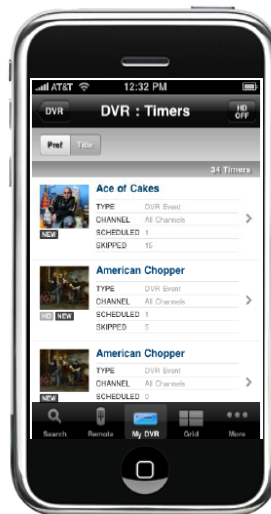
- **DISH Network's award-winning "HD DuoDVR ViP 922 with TV Everywhere"** – The world's only DVR with built-in Slingbox technology allows customers to watch and control their favorite programs anytime and anywhere on their laptop or mobile device. The ViP 922 (shown below) features a 1 TB hard drive with up to 1,000 hours of recording time – the largest hard drive in the industry.



- **DISH Network WiFi Monitor** – A lightweight, portable, high-definition monitor developed by Sling Media, the DISH Network WiFi Monitor is the only free-standing monitor available today that can wirelessly transmit an HD video signal from a set-top box to anywhere in the home via a WiFi network. Designed as a companion product to the TV Everywhere Adapter and the ViP 922, the WiFi Monitor offers a 16 x 9 widescreen format that displays 720p HD quality and controls all features of a connected DISH Network HD DVR receiver, including viewing live TV as well as viewing and managing DVR recordings.



- **DISH Remote Access Mobile App** – DISH Network continues to lead the industry in offering fully-featured remote DVR scheduling technology. The DISH Remote Access App, introduced last year, is compatible with most SD and HD DISH DVR receivers, and is the first and only app that offers satellite TV customers complete control of their TV everywhere. Users can set and delete timers on multiple receivers; browse and search nine days of shows; and manage their DVR library by setting recording priorities, resolving recording conflicts and deleting programs they have already watched.



- The DISH Remote Access App also includes a unique feature that transforms an iPhone™ or iPod touch® into a remote control for televisions connected to compatible DISH Network receivers. Customers without an iPhone or iPod touch can still enjoy all DISH Remote Access benefits through the web browser on their PC or mobile device.
- The DISH Remote Access App was launched on Monday, January 4<sup>th</sup>, and is now available for both the iPhone and iPod touch and can be downloaded for free from the App Store<sup>SM</sup>.



(Jim DeFranco at the DISH Network Booth at CES)

**Remember to tune into the next Retailer Chat!**  
 Thursday, January 14, 2010  
 12:00 (Noon) ET  
 Channel 999

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The foregoing (including without limitation, brief description(s) of certain terms and conditions applicable to each of the Promotional Programs named in this RetailerNews) may be subject to applicable Business Rules and/or different terms and conditions of your Retailer Agreement with DISH Network L.L.C., formerly known as EchoStar Satellite L.L.C. ("DISH"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules or your Retailer Agreement and the terms and conditions set forth above, the terms and conditions of such Business Rules and/or such Retailer Agreement shall control.

With respect to hardware purchased by a Retailer from Echosphere L.L.C. ("Echosphere"), all equipment discounts and other Incentives shall be paid by DISH 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 RetailerNews 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 not otherwise defined in this RetailerNews shall have the meanings ascribed to them in your Retailer Agreement.