



Q1 2006 DISH'n It Up Promotion

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Now, DISH Network brings you the latest in MPEG-4 Technology with our DISH'n It Up Promotion. Keep reading to learn more about our enhancements for Q1 2006.

What is the DISH'n It Up Promotion?

DISH'n It Up is a lease promotion which offers current customers the opportunity to upgrade their equipment to take advantage of the latest in receiver technology. Eligible equipment includes dual-tuner receivers, Digital Video Recorders (DVRs) and MPEG-4/HD receivers to help meet every customer's equipment needs.

What are the highlights?

1. 18-Month Term Agreement
2. No Equipment to Buy
3. Includes use of Dual-Tuners receivers, DVRs and MPEG-4 receivers.
4. Maximum of two tuners per transaction
5. Free Standard Professional Installation
6. Limit 1 single-tuner High Definition receiver (ViP211™/DISH 411) per transaction.

Benefits of DISH'N It Up

- Includes use of Dual-Tuner receivers, DVRs and MPEG-4 receivers
- No equipment to buy
- Free Standard Professional Installation

What is changing?

1. 18-month term agreement is now required.
2. High Definition receivers require a minimum subscription to DishHD™ Bronze programming.
3. ViP622 DVR™ now included as eligible equipment (Note: Requires a \$299.99 Lease Upgrade Fee).
4. MPEG-4 Lease Fee of \$6.00/mo. assessed based on receiver model type.
5. When upgrading to High Definition programming (DishHD Bronze or higher), the upfront price paid by the customer includes a dish antenna upgrade (either DISH 1000 or wing to 129° or 61.5°, depending on geographic location).
6. Remember that in these cases, to help avoid an unnecessary service call, please make sure to provide the antenna upgrade promotion code before the receiver upgrade promotion code (i.e. promotion code RETANTUPG before RETDIU).

	ViP622 DVR	ViP211/DISH 411
Plan A	\$299.99	\$49.00
Plan B	\$299.99	\$78.00
Plan C	\$299.99	\$98.00



Frequently Asked Questions about DISH'n It Up

Question:

What receivers are eligible for the Digital Home Advantage Promotion?

Answer:

Effective 2/1/06, eligible equipment includes:

- Standard Definition: 311, 510, 522, 625
- High Definition: 411/ViP211, ViP622 DVR

Question:

What receivers require customers to subscribe to DishHD programming?

Answer:

Effective 2/1/06, the following receivers require a minimum subscription to DishHD Bronze programming:

- ViP211/DISH 411
- ViP622 DVR

Question:

Under what circumstances is the DISH Network DVR Service Fee waived?

Answer:

The DISH Network DVR Service Fee is waived when a customer subscribes to America's "Everything" Pak (AEP), DishHD Platinum, Latino "Everything Pak" (LEP) or DishLATINO HD Platinum.

Important Changes to Remember:

- High Definition receivers require a minimum subscription to DishHD Bronze programming.
- ViP622 DVR now included as eligible equipment.
- DISH Network DVR Service Fee is \$5.98 for models 510, 522, 625 and ViP622 DVR
- MPEG-4 Lease Fee of \$6.00/mo. assessed based on receiver model type.

The above represents a brief description of certain terms and conditions applicable to the promotional program. Additional and/or different terms and conditions may apply as set forth in the business rules (if any) specific to each such promotional program, other applicable business rules and/or the terms and conditions of your governing retailer agreement. In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable business rules posted on the Retailer Care Site and the terms and conditions set forth above, the terms and conditions of such business rules posted on the Retailer Care Site shall be controlling.

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