



What is HD Free for Life?

- HD Free for Life is an offer from DISH Network allowing any customers who meet the requirements listed below to receive HD add-on programming for free for the life of the account!
- Customers who are willing to take a 24-month commitment and sign up for AutoPay and Paperless billing are going to receive HD Free for Life!
- Customers who do not want to take a 24-month commitment or sign up for Autopay and Paperless billing can pay a one-time \$99 HD Upgrade Fee

What is HD add-on?

- HD add-on is the HD package containing the high definition equivalent of the standard definition channels included with a customer's programming package.
- This package is available to customers who aren't enrolled in HD Free for Life for \$10 per month.

What about HD Platinum?

- HD Platinum gets the customer an additional 16 HD channels for only \$10 per month.
- Is HD Platinum available for free?
 - **No**, HD Platinum is not part of the HD Free for Life offer.
- HD Platinum is essentially a premium movie package with 9 movie channels such as Epix and Epix2, HDNet Movies, MGM HD, and Universal HD!
 - HD Platinum also includes additional sports channels and special interest content from channels like World Fishing Network.
- 12 of the 16 channels in HD Platinum are not offered by DirecTV.



Key Point

HD Free for Life is available to all customers of DISH Network! New and Existing customers can enjoy HD Free for Life.



How do Existing Customers get HD Free for Life?

- Does the customer subscribe to HD now?
 - **Yes** - They subscribe to HD & Platinum
 - This customer will automatically be enrolled in HD Free for Life, with no additional requirements, and the HD Platinum package for \$10 per month resulting in no price change

Monthly Bill (before 6/3)

America's Top 120	\$39.99
HD & Platinum	<u>\$10.00</u>
	\$49.99

Monthly Bill (after 6/3)

America's Top 120	\$39.99
HD 120	0.00
HD Platinum	<u>\$10.00</u>
	\$49.99

- **Yes** - They subscribe to BronzeHD, SilverHD, or GoldHD (yes they do exist!)
 - This customer must go to www.dishnetwork.com and make a 24-month commitment and sign up for AutoPay and Paperless billing.
 - If the customer does not want to meet these requirements, they can go to www.dishnetwork.com or call DISH Network and pay a one-time, \$99 HD Upgrade fee.

Monthly Bill (before 6/3)

America's Top 120	\$39.99
BronzeHD	<u>\$10.00</u>
	\$49.99

Monthly Bill (after 6/3)

America's Top 120	\$39.99
HD 120	0.00
	<u>\$39.99</u>

- **No** - They have HD equipment but no HD programming
 - This customer must go to www.dishnetwork.com, make a 24-month commitment, and sign up for AutoPay and Paperless billing
 - If the customer does not want to meet these requirements they can go to www.dishnetwork.com or call DISH Network and pay a one-time, \$99 HD Upgrade fee.
- **No** - They have standard definition equipment and no HD programming
 - This customer would call DISH Network to participate in DISH'n It Up to receive the equipment
 - A DISH Network Agent will give the customer the option to pay the one-time, \$99 HD Upgrade fee or go to www.dishnetwork.com and make a 24-month commitment with AutoPay and Paperless Billing

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