



# programmingnotice

## 9 New National HD Channels Launched on DISH Network®! Available Now!

February 11, 2010

Dear DISH Network Retailer,

We are thrilled to announce that DISH Network has launched nine new national HD channels – “BBC America HD,” “E! Network HD,” “Fox Soccer Channel HD,” “Hallmark Channel HD,” “Showtime West HD,” “Sportsman Channel HD” and “truTV HD,” plus “IndiePlex HD” and “RetroPlex HD,” both of which are **exclusive** to DISH Network!

Now customers who subscribe to applicable programming packages will be able to enjoy these great channels for **no additional charge**, all in stunning HD provided by DISH Network! **These launches assert DISH Network’s HD dominance and bring the total national HD channel count to more than 160 channels!**

Please keep in mind, in order to receive these channels in HD customers must:

- Have a ViP®-series/MPEG-4 receiver and an applicable antenna pointed to the correct orbital location; **and**
- Subscribe to the applicable programming package.

**BBC America HD** introduces a new generation of award-winning television featuring razor-sharp comedies, provocative dramas, life changing makeovers, and news with a uniquely global perspective.

BBC America HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America’s Top 200 or higher w/ HD & Platinum	135 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5308	

**E! Network HD** is the ultimate destination for entertainment fans who crave the latest on celebrities, entertainment and pop culture. E! Network HD connects consumers to the world of Hollywood in a positive, fun, and witty way. E! is the #1 source for everything entertainment.

E! Network HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America’s Top 120 or higher w/ HD & Platinum	114 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5322	

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**Fox Soccer Channel HD** is America's premier destination for one of the world's most popular games, delivering every upset, victory, goal and save in stunning high definition. Fox Soccer Channel HD, the exclusive English-language home of soccer in the U.S., features the best in international and domestic soccer programming.

Fox Soccer Channel HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America's Top 250 or higher w/ HD & Platinum	149 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5306	

**Hallmark Channel HD** is the quintessential 24-hour television destination for family-friendly programming in high definition and a leader in the production of original movies. Hallmark Channel HD serves as the exclusive cable home to the prestigious Hallmark Hall of Fame library, the longest-running and most-awarded movie series in television's history.

Hallmark Channel HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America's Top 200 or higher w/ HD & Platinum	185 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5326	

**IndiePlex HD** offers films featuring controversial topics and a creative point-of-view.

IndiePlex HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	PlatinumHD	363 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5373	

**RetroPlex HD** features an extensive collection of decade-defining films.

RetroPlex HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	PlatinumHD	365 HD	72.7° / 129°
	DishLATINO Max w/ HD & Platinum	5374	

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**Showtime West HD** No Limits. Break the rules. Defy convention. Discover Showtime, where we are changing the face of entertainment with Hollywood hits no one else has, more original pictures than any other premium network, award-winning original pictures for all ages, and more daytime Emmy nominations than any other network. Showtime West HD offers 200 different programming choices every month, and is America's #1 boxing network. If you missed it earlier, catch it here. The exact same program line-up as Showtime – 3 hours later!

- **Showtime West HD is available in the following programming packages when also subscribing to an HD programming package OR the \$0.00/month HD Enabled Fee:**
  - America's "Everything" Pak
  - Showtime Unlimited

Showtime West HD Launched on DISH Network Available February 10, 2010		
Network	Channel Number	Orbital Locations
	319 HD	72.7° / 129°

**Sportsman Channel HD** is the only network catering exclusively to the 82 million Americans who make hunting, shooting and fishing a part of their lifestyle. Sportsman Channel HD delivers the best in destination, how-to and entertainment programming to the American Sportsman.

- Please see the "Sportsman Channel SD and HD Launched on DISH Network" Programming Notice for details on the February 10<sup>th</sup> launch of the SD feed of the "Sportsman Channel."

Sportsman Channel HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America's Top 250 or higher w/ HD & Platinum	285 HD	72.7° / 129°

**truTV HD** is the home of the most exciting REAL stories told by the fascinating people who lived them. With more real, high-stakes originals, truTV is the destination for viewers who want to experience real-life excitement and venture to places they can't normally go. No actors, no scripts, no second takes.

truTV HD Launched on DISH Network Available February 10, 2010			
Network	Programming Packages	Channel Number	Orbital Locations
	America's Top 200 or higher w/ HD & Platinum	204 HD	72.7° / 129°

## Thanks for supporting DISH Network!

The foregoing (including without limitation, brief description(s) of certain terms and conditions applicable to each of the Promotional Programs named in this Programming Notice) 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

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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 Programming Notice 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 Programming Notice shall have the meanings ascribed to them in your Retailer Agreement.