



DIGITAL HOME ADVANTAGE TERMS AND CONDITIONS

CREDIT FOR 12 MONTHS

Requires 24-month commitment to Digital Home Advantage. A customer who subscribes to qualifying programming will receive a credit for each of the first 12 months as follows: \$15 per month with America's Top 120, America's Top 120 Plus, America's Top 200 or America's Top 250; \$10 per month with DishLATINO Clásico, DishLATINO Dos or DishLATINO Max. Customer must maintain qualifying programming to receive all credits. Customer will forfeit credit in the case of a downgrade from qualifying programming or service disconnection prior to 12 months of credits. Maximum number of months with credits is 12.

FREE HD FOR LIFE

Requires 24-month commitment to qualifying programming and continuous enrollment in AutoPay with Paperless Billing. Qualifying customer will receive HD programming at no additional cost for the life of the current account, limited to channels associated with selected programming package. Programming packages eligible for free HD include America's Top 120, America's Top 120 Plus, America's Top 200, America's Top 250, DishLATINO Dos and DishLATINO Max. Customer may forfeit free HD in the case of service disconnection.

3 FREE MONTHS OF HBO AND SHOWTIME PACKAGES

Requires continuous enrollment in AutoPay with Paperless Billing. A customer who subscribes to qualifying programming (a minimum of Dish America, DishMEXICO or a qualifying International package) plus HBO and Showtime will receive a credit equal to the monthly cost of the movie packages for each of the first 3 months. After 3 months, movie package programming will continue to be billed at then-current price unless customer elects to downgrade. If customer downgrades within 30 days of end of 3-month period there will not be a Change of Service Fee for this downgrade.

DIGITAL HOME ADVANTAGE

ALL EQUIPMENT REMAINS THE PROPERTY OF DISH NETWORK AT ALL TIMES AND MUST BE RETURNED TO DISH NETWORK WITHIN THIRTY DAYS OF ACCOUNT DEACTIVATION OR CUSTOMER MUST PAY AN UNRETURNED EQUIPMENT FEE RANGING FROM \$100 TO \$400 PER RECEIVER. Customer pays a \$99 Activation Fee. The \$99 Activation Fee will be waived for a customer who agrees to a 24-month agreement. If qualifying service is terminated prior to end of 24 months, a cancellation fee equal to the lesser of \$420 or \$17.50 per month for each cancelled month of service will apply. Customer will be required to pay a lease upgrade for select receivers, based on model and number of receivers. The lease upgrade fees are not deposits and are non-refundable. Offer requires qualifying programming purchase. Customer must provide Social Security Number (or the last 4 digits of the Social Security Number) and a valid major credit card. Participation is subject to credit approval. Customer will be charged a monthly equipment rental fee for each receiver beyond the first, based on model of receiver. Participating retailers may require additional terms and conditions. The first month of DISH Network service must be paid at time of activation. With 24-month agreement, customer will receive the Service Plan at no cost for the first 6 months. At the end of the 6-month period, customer must call DISH Network to cancel Service Plan or a \$6.00 monthly charge will apply for the service. There will not be a Change of Service Fee for this downgrade.

Digital Home Advantage offer is available from DISH Network and participating retailers for new, first-time DISH Network residential customers (only 1 per household) in the continental United States through 9/28/10. All prices, packages and programming subject to change without notice. Number of channels may decline. Local and state sales taxes may apply. Where applicable, monthly equipment rental fees and programming are taxed separately. Activation Fee is completely non-refundable once the system is activated. The Digital Home Advantage includes a satellite TV system with an eligible configuration of up to 6 tuners. Standard Professional Installation and choice of qualifying programming. For this offer, Standard Professional Installation includes typical installation of one single-dish antenna configuration, typical hook-up of up to 6 tuners to up to 6 TVs and equipment testing. More complex installations may require additional fees; other installation restrictions apply. Prices valid at time of activation only; additional fees will apply to upgrade after installation. No more than 6 leased tuners per account are permitted. No more than 3 leased receivers per account are permitted. Any unreturned equipment fees will automatically be charged to the customer's DISH Network account or the customer's credit or debit card provided to DISH Network. DISH Network shall determine eligibility for this offer in its sole and absolute discretion. Programming and other services provided are subject to the terms and conditions of the promotional agreement and Residential Customer Agreement, available at www.dishnetwork.com or upon request. See complete warranty information at www.dishnetwork.com for full terms and conditions. FOX Sports Networks, ESPN and ESPN2 programming subject to change and blackout restrictions, and is licensed separately for residential and commercial use. See the DISH Network Digital Home Advantage Customer Agreement for complete details. All service marks and trademarks belong to their respective owners. ©2010, DISH Network L.L.C. All rights reserved. Fastest growing TV provider claim based on 2009 4th quarter net subscriber additions comparing DISH Network, DIRECTV, Telco and major cable companies.

HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. SHOWTIME and related marks are registered trademarks of Showtime Networks Inc., a CBS Company. Starz® and related channels and service marks are the property of Starz Entertainment, LLC. ESPN GamePlan, NHL Center Ice, NBA League Pass and ESPN Full Court automatically continue at a special renewal rate each year provided DISH Network carries this service, unless customer calls to cancel prior to the start of the season. ESPN GamePlan, NHL Center Ice, NBA League Pass, ESPN Full Court and MLS Direct Kick are non-refundable, non-pro-ratable and non-transferable once the season begins. Games subject to local blackout. NHL, the NHL Shield and Center Ice name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © NHL 2010. All Rights Reserved. NBA, the NBA logo and team identifications are the exclusive property of NBA Properties, Inc. All Rights Reserved. © 2010 MLS™ All rights reserved. Shutter Island © 2010 by PARAMOUNT PICTURES. All Rights Reserved. Harry Potter and the Half-Blood Prince © 2009 Warner Bros. Harry Potter Publishing Rights © J.K. Rowling. HARRY POTTER characters, names and related indicia are trademarks of and © Warner Bros. All rights reserved. Alice in Wonderland © Disney Enterprises, Inc. All Rights Reserved. Avatar © 2009 Twentieth Century Fox Film Corporation and Dune Entertainment LLC. The Book of Eli © 2009 Alcon Film Fund, LLC