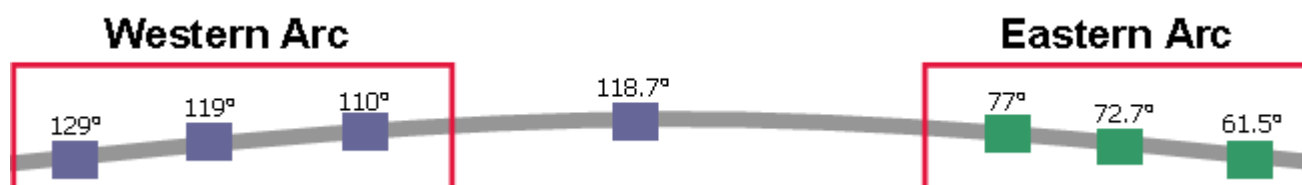


Eastern Arc

In order to remain competitive in today's pay-TV market, DISH Network is consistently making improvements to systems and expanding channel selections. As of 8/20/2008, two additional satellite locations, 72.7° and 77°, will be available for broadcasting in DISH Network's satellite constellation. The addition of these new orbital locations will provide the opportunity for expanded HD Local Markets as well as better look angles to DISH Network's satellites. These new orbital locations, along with 61.5°, will create a dish solution known as Eastern Arc (EA). Please read on for more information regarding these new satellite locations and what these changes mean for you and your customers.

Eastern and Western Arc Solutions



The Eastern Arc concept is designed to broadcast HD and SD locals and, core content and expanded HD programming, all of which will be broadcast using MPEG-4 technology only for ~81 Designated Market Areas (DMAs). During the initial launch of Eastern Arc, only the following customer types will receive an Eastern Arc installation:

- New customers residing in an Eastern Arc DMA who choose to subscribe to HD programming*
 - This includes Turbo**HD** and above or Bronze**HD** and above

*Customers who reside in an Eastern Arc DMA and select both HD and Latino programming will be installed with a Western Arc solution, plus a wing dish pointed at either 61.5° or 77° for their HD locals.

The following customers will be installed with a Western Arc (WA) solution that sees the 110°, 118.7°, 119°, and 129° orbital locations depending on programming selected:

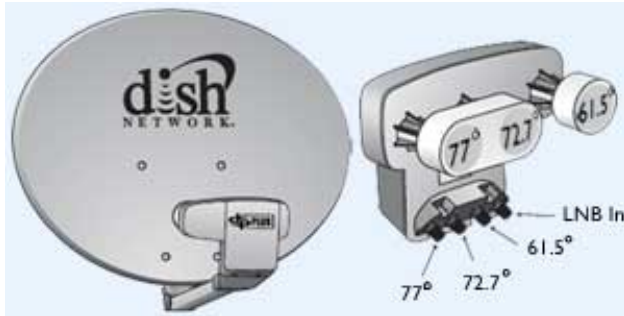
- New customers that do not select any HD
- Customers residing in a Western Arc DMA that choose Dish**LATINO**
- Existing Western Arc SD customers in an Eastern Arc DMA upgrading to HD or adding qualified HD locals
- Existing Western Arc customers with HD moving into an Eastern Arc DMA
- Customers that are restarting their account
- Prepaid customers
- MobileDISH

For both Eastern and Western Arc solutions, all International programming will be broadcast from 118.7°.

Eastern Arc Equipment

An Eastern Arc equipment solution means the customer has, or will be installed with:

- A dish equipment solution that sees the 61.5°, 72.7°, and 77° orbital locations
 - These will be installed on a D1000.4, the standard Eastern Arc dish



- ONLY MPEG-4 receivers
 - We use MPEG-4 to compress high-definition signals because it saves bandwidth while maintaining video and audio quality
 - Since all programming on Eastern Arc will be compressed using MPEG-4, MPEG-4 receivers must be used

Eastern Arc DMAs

Below is a list of the initial 21 HD DMAs to be classified as "Eastern Arc" markets:

Eastern Arc HD DMAs as of 8/20/2008		
Baltimore, MD	Green Bay, WI	New York, NY
Charlotte, NC	Greensboro, NC	Philadelphia, PA
Chicago, IL	Greenville, SC	Providence, RI
Cleveland, OH	Hartford, CT	Raleigh, NC
Columbia, SC	Knoxville, TN	Richmond, VA
Dallas, TX	Minneapolis, MN	Tampa, FL
Detroit, MI	Nashville, TN	Washington DC

DISH Network will continue to add additional Eastern Arc DMAs which will be updated in this job aid for ongoing reference. Please keep in mind that as future enhancements are made toward the Eastern Arc concept, Existing customers will not automatically be upgraded to or installed with an Eastern Arc solution, even though they may reside within an Eastern Arc DMA. Existing customers living in an Eastern Arc DMA wishing to add their HD local channels will not have to be reinstalled with a full Eastern Arc installation. These customers will get a wing dish pointed at the appropriate orbital location to receive their HD local channels.

Programming by Orbital Location

Not all programming will initially be broadcast from both Eastern and Western Arc orbital locations. It is for this reason that you should be familiar with which programming comes from the Eastern and Western Arcs.

Western Arc				Eastern Arc		
129°	119°	110°	118.7°	77°	72.7°	61.5°
HD Core	Core Content	Core Content	International	HD Locals	Core Content	HD Core
HD Locals	Premiums	Latino	HD Locals	SD Locals	Premiums	HD Locals
SD Locals	Regional Sports	PPV			Regional Sports	
	Music	HD Core			Music	
		SD Locals			PPV	
MPEG-4				MPEG-4	MPEG-4	MPEG-4

Frequently Asked Questions

Q: Can a customer be installed with both MPEG-4 and MPEG-2 equipment, even though they are in an Eastern Arc DMA and are taking HD programming?

A: New customers, who are in an Eastern Arc DMA and installed with an Eastern Arc solution, will be required to activate with MPEG-4 equipment only because the programming coming from the 72.7 and 77 orbitals are broadcast in MPEG4; however, a customer who resides in an Eastern Arc market and chooses HD programming may still be given a Western Arc solution, should their HD locals be broadcast from a Western Arc orbital location or should they choose Latino programming. In this case, a mix of MPEG4 and MPEG2 equipment is allowed. Standard promotional receiver upgrade charges apply regardless of the installation solution.

Q: Can customers take other programming such as International and Latino services, along with HD, if they are in an Eastern Arc DMA?

A: Yes. However, installation may be different than that of a standard Eastern Arc solution. For example, if a customer requests international programming broadcast from the 118.7° orbital location, they will receive the installation of a Dish 500+, in addition to their original 1000.4 installation, however, only the 118.7° LNBF needs to be hooked up. Customers in an Eastern Arc DMA who would like to subscribe to both HD and DishLATINO programming at the time of activation will actually be installed with a Western Arc solution, along with a DISH 500 pointed at 61.5° or 77° for HD locals. Trust R*Connect to provide you with the correct installation solution for your customers' needs.

Q: Can Eastern Arc customers add MPEG-2 receivers to their account after activation?

A: No. Once installed with an Eastern Arc solution (DISH 1000.4), these customers will be tagged with identifiable codes that will only allow the addition/replacement of MPEG-4 receivers on their account.

Q: Which receiver models are considered MPEG-4?

A: The following receivers have been designated as MPEG-4 quality and are approved for Eastern Arc installations: ViP211®, ViP222®, ViP612®, ViP622®, and ViP722®.

Q: Is an Eastern Arc vs. Western Arc solution based upon a customer's geographical location?

A: Yes and no! While Eastern Arc DMAs are primarily situated on the Eastern half of the United States, other factors play a part in determining an installation solution that's right for your customer. These factors include

which markets have been designated as an Eastern Arc market, which DMA the customer resides in, and programming that the customer chooses. Trust R*Connect to provide the correct solution for your customer.

Q: Has R*Connect been configured to decide whether or not a customer is installed with an Eastern or Western Arc solution?

A: Yes. R*Connect will have the ability to determine whether a customer needs to be installed with an Eastern or Western Arc solution.

Q: What happens if an existing customer lives in an Eastern Arc DMA and wants to upgrade to HD programming?

A: At this time, existing customer upgrades will follow today's current offers and guidelines. Existing customers may receive Eastern Arc solutions as future enhancements are implemented.

Q: What happens to customers who move in/out of an Eastern/Western Arc DMA?

A: Only customers that have activated with an Eastern Arc solution can remain with that solution so long as they are moving to or within a designated Eastern Arc DMA. All other customers, including those moving from an Eastern Arc DMA to a Western Arc DMA, will be provided with a Western Arc solution.

Q: If a customer wants TurboHD programming, are they automatically installed with an Eastern Arc solution?

A: No. Remember, only new customers who are in an Eastern Arc DMA and choose HD programming (without Latino services) will receive an Eastern Arc solution. All other customers, even those who want TurboHD programming will be given a Western Arc solution at this time.

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