



Sling Adapter Rebate Offer



Overview

Beginning May 18, 2011, eligible customers who purchase a Sling Adapter at \$99 may be eligible to receive a \$99 rebate in the form of a pre-paid American Express gift card.

Who does this affect?

- New residential customers
- Existing residential customers

Benefits

- Sling Adapter for free!
- Sling enables customers to enjoy TV Everywhere from their laptop or mobile device.



Conditions

- Customers must subscribe to one of the following programming packages: America's Top 200, America's Top 250, America's Everything Pak, DISH America Silver, DISH America Gold, DishLATINO Dos, and DishLATINO Max.
- Customers must have a ViP722 or ViP722k HD Duo DVR.
- Requires a broadband connection.
- Customer's account must be in good standing.
- Customers are eligible to participate in the rebate of \$99 prepaid American Express gift card 45 days following their purchase of a Sling Adapter and then they have 30 days to redeem the offer. Log in to dishnetwork.com-> **My Account**-> **Get Sling Adapter Rebate** to redeem this offer.
- Customer must purchase the Sling adapter by January 31, 2012.
- Only 1 Sling Adapter rebate per account.
- Customers must opt-in to receive DISH Marketing emails.

Sales Tip

This limited-time offer allows you to try Sling for free! Sling technology expands the benefits of your DISH subscription with TV Everywhere-- take your TV with you, wherever you go! Enjoy live TV, DVR recordings, and DVR management on your laptop through DISHOnline.com*, or through your mobile device with the DISH Remote Access app*.

*Requires Internet access

Customer Communication

Customer: "How do I qualify for the Sling Adapter rebate?"

Agent: "Because you are getting a ViP722, hooking it up to broadband, subscribing to America's Top 250, and opting in to receive DISH marketing emails, you are already qualified to participate in the Sling Adapter rebate."

Customer: "How do I obtain the Sling rebate?"

Agent: "You are eligible to participate in the rebate 45 days after you purchase the Sling Adapter. DISH will send you an email reminder to let you know when the offer is available for redemption along with instructions on how to redeem it. All you will need to do is log in to your DISH account at dishnetwork.com, click on **Get Sling Adapter Rebate** and then select and redeem the Sling Adapter offer. You will receive the rebate in the form of an American Express pre-paid gift card."

FAQ

How does a customer qualify?

To qualify for the Sling Offer, your customer must be in good standing as a DISH customer and opt in to receive DISH marketing emails. They will also need a broadband-connected ViP722 or ViP722k HD Duo DVR along with one of the following programming packages: America's Top 200, America's Top 250, America's Everything Pak, DISH America Silver, DISH America Gold, DishLATINO Dos, and DishLATINO Max. Customers must also purchase the Sling Adapter by January 31, 2012.

How does a customer redeem this offer?

Customers can redeem the offer 45 days after purchasing the Sling Adapter by going to dishnetwork.com -> My Account -> Get Sling Adapter Rebate. The offer will expire 30 days after redemption period begins. New customers who have purchased the Sling Adapter at the time of sale will receive a courtesy email from DISH with instructions on how to redeem the offer.

Does a customer need to have a ViP722 or ViP722k to qualify for this offer?

Yes. The Sling Adapter is only compatible with the ViP722 and ViP722k receivers.

When does a customer need to purchase a Sling Adapter to qualify for this offer?

This offer is valid from May 18th, 2011 through January 31, 2012.

Who does the customer contact if they do not receive their \$99 gift card?

Once customers have requested the rebate, they can log in to the DISH Rewards Website (www.mydishrewards.com) to check on its status.

Once the customer requests their Sling Adapter rebate through dishnetwork.com, how long will it take for the gift card to be mailed to them?

8-10 weeks.

When will the customer receive their Sling Adapter?

New customers will receive their Sling Adapter when the installer comes to their home to set up their DISH installation. Pre-existing customers will need to call DISH Network to request the offer.

In Brief

With the \$99 Sling rebate offer, your customer can enjoy TV Everywhere- for free! TV Everywhere allows your customers to take their TV programming and DVR content with them while they are on the go.

Qualification Requirements

Equipment	Programming Packages	Other	Purchase Timeframe
ViP722 or ViP722k HD Duo DVR	America's Top 200 America's Top 250 America's Everything Pak DISH America Silver DISH America Gold DishLATINO Dos DishLATINO Max	-Broadband connection for receiver -New or existing residential DISH customer -Account must be in good standing -Customer must purchase a Sling Adapter -Customers must redeem offer through their DISH online account 45 days after activation of DISH account -Customer must opt-in to DISH marketing emails	May 18, 2011- January 31, 2012

