



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 card.

Who does this affect?

- New residential customers

Benefits

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



Requirements

- 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.
- Receiver must be broadband-connected.
- Customer's account must be in good standing.
- Customers must create a DISH online account (dishnetwork.com).
- Customer must purchase the Sling adapter by January 31, 2012.
- Customers must opt-in to receive DISH E-Newsletters.

Offer Details

- Customers who purchase a Sling Adapter are eligible to participate in a rebate in the form of a \$99 pre-paid American Express card.
- The offer can be redeemed no earlier than 45 days and no later than 75 days following their purchase of a Sling Adapter (the offer expires after day 75).
- Customer must log in to **dishnetwork.com-> My Account-> Get Sling Adapter Rebate** to redeem this offer.
- Only 1 Sling Adapter rebate per account.
- DISH Network will send the customer an email notification when their offer is ready to be redeemed.

Sales Tip

This limited-time offer allows you to get 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 the DISH E-Newsletter, you are 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 offer. You will receive the rebate in the form of a \$99 American Express pre-paid 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 E-Newsletter 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 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 through their dish account, they can log in to the DISH Rewards Website (www.mydishrewards.com) to check on the rebate 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?

4-6 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.

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	<ul style="list-style-type: none">-Broadband connection for receiver-New residential DISH customer-Account must be in good standing-Customer must purchase a Sling Adapter-Customer must create a DISH online account (dishnetwork.com)-Customers must redeem offer through their DISH online account 45 days after Sling Adapter purchase (but no later than 75 days after Sling Adapter purchase)-Customer must opt-in to DISH E-Newsletter emails	May 18, 2011- January 31, 2012

