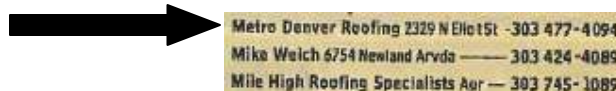


Yellow Pages, White Pages, Other Listings and Email Marketing Retailer Guidelines

DISH Network compliance is required for all Yellow Pages, White Pages, other listing and email Marketing. The below guidelines apply.

Yellow Pages

- Business listings: your listing must begin with your Retailer name or registered doing business as (dba) name under the general category.
 - Acceptable examples for the business listing include (but are not limited to):
 - Bob's Television
 - Bob's Television, DISH Network Authorized Retailer
 - Bob's Television – DISH Network Authorized Retailer
 - Bob's Television, a DISH Network Authorized Retailer



- In-column display ads: you must be listed under general categories (e.g. satellite, television, etc.) and must have the Authorized Retailer designation. If a logo is used, it must be the DISH Network Authorized Retailer logo. The display ad header must begin with your Retailer name or registered dba name.
 - Acceptable examples for the display ad header include (but are not limited to):
 - Bob's Television
 - Bob's Television, DISH Network Authorized Retailer
 - Bob's Television – DISH Network Authorized Retailer
 - Bob's Television, a DISH Network Authorized Retailer



- You may list a local phone number but you may not list a local address unless you have a physical presence at that address.
- For Co-op eligibility of Yellow Pages listings, please refer to the Co-op Advertising Guidelines located on DishMarketingSolutions and DISH Portal, or contact your Authorized Hardware Provider.

White Pages

- It is recommended that you list yourself as "DISH Network by [your Retailer name or registered dba name]", since White Pages listings are alphabetical.
- If you choose, you may instead begin your listing with your Retailer name or dba name.
 - Acceptable examples for the business listing include (but are not limited to):
 - Bob's Television
 - Bob's Television, DISH Network Authorized Retailer
 - Bob's Television – DISH Network Authorized Retailer
 - Bob's Television, a DISH Network Authorized Retailer
- You may list a local phone number but you may not list a local address unless you have a physical presence at that address.

Other Listings

- If alphabetical listing:

- You may list yourself as “DISH Network by [your Retailer name or registered dba name]”.
- You may list a local phone number but you may not list a local address unless you have a physical presence at that address.
- If category listing:
 - You must be listed under general categories (e.g. satellite, television, etc.) and must have the Authorized Retailer designation. If a logo is used, it must be the DISH Network Authorized Retailer logo. The display ad header must begin with your Retailer name or registered dba name.
 - Acceptable examples for the display ad header include (but are not limited to):
 - Bob’s Television
 - Bob’s Television, DISH Network Authorized Retailer
 - Bob’s Television – DISH Network Authorized Retailer
 - Bob’s Television, a DISH Network Authorized Retailer
 - You may list a local phone number but you may not list a local address unless you have a physical presence at that address.

Email

- The “from” line must lead with your Retailer name or registered dba name.
 - If you lead with your Retailer name or registered dba name in the “from” line and would also like to use “DISH Network”, it must include the Authorized Retailer designation.
 - Acceptable examples for the “from” line include (but are not limited to):
 - Bob’s Television
 - Bob’s Television, DISH Network Authorized Retailer
 - Bob’s Television – DISH Network Authorized Retailer
 - Bob’s Television, a DISH Network Authorized Retailer
- The email content must always include the Authorized Retailer designation and the subject line should be appropriate based on content. If a logo is used, it must be the DISH Network Authorized Retailer logo.