

10/01/2011 Retailer TV Disclaimers

:30 or longer

DHA24

Can include Free Install, Free DVR, Free HD, 12-month offer, 3-month premium, BLOCKBUSTER Movie Pass for 12 months, Sling

Free Installation

Free Standard Professional Installation only.

Free DVR Upgrade

\$6.00/mo DVR Service fee applies.

Free DVR

DVR is leased. \$6.00/mo DVR Service fee applies.

12-Month Price Point

After 12 months, then-current price applies.

Five Under \$50

Prices valid for first 12 months. Requires 24-month Agreement.

Five for \$50 and 12-Month Price Point

After 12 months, then-current price applies.

Free HD

\$10 monthly HD add-on fee waived for life of current account; requires 24-month Agreement and AutoPay with Paperless Billing.

12-Month Credit and Free HD

After 12 months, then-current price applies. \$10 monthly HD add-on fee waived for life of current account; requires 24-month Agreement and AutoPay with Paperless Billing.

3-Month Premium

Offer value is \$99; after 3 months, you must call to downgrade or then-current price applies. HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. STARZ and related channels and service marks are property of Starz Entertainment, LLC.

BLOCKBUSTER Movie Pass - 12 months

Valid with new qualifying DISH Network service and minimum of America's Top 200 programming package. At end of 12 months, then-current non-bundled prices apply. Requires DISH online account, broadband Internet and compatible receiver. Free in-store exchanges allowed for movie rentals only at participating BLOCKBUSTER stores. BLOCKBUSTER name, design and related marks are trademarks of Blockbuster L.L.C. © 2011 Blockbuster L.L.C.

Free Sling Adapter

Purchase Sling Adapter for \$99; receive \$99 prepaid card by mail.

Requires broadband Internet connection on 722/722k receiver; subscription to DISH Network E-Newsletter; online redemption no later than 75 days from Sling Adapter activation. Allow 6 – 8 weeks for delivery. Limit one redemption per DISH Network account.

DHA24 Disclaimer

Offer expires 1/31/12. Requires 24-month agreement. Early cancellation fee applies. Restrictions, credit approval and additional monthly fees apply. All prices, packages and programming subject to change without notice.

DHA

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Free DVR Upgrade

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Free DVR

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Free HD

Requires \$99 Upgrade fee. \$10 monthly HD add-on fee waived for life of current account.

3-Month Premium

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BLOCKBUSTER Movie Pass - 3 months

Valid with new qualifying DISH Network service. At end of promotional period, then-current non-bundled prices apply. Requires DISH online account, broadband Internet and compatible receiver. Free in-store exchanges allowed for movie rentals only at participating BLOCKBUSTER stores. BLOCKBUSTER name, design and related marks are trademarks of Blockbuster L.L.C. © 2011 Blockbuster L.L.C.

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DHA Disclaimer

Offer expires 1/31/12. Pay \$99 Activation Fee. Restrictions, credit approval, qualifying programming purchase and monthly receiver fees apply. All prices, packages and programming subject to change without notice.

Miscellaneous

If Showing Multiple HD Logos

HD channel availability will vary based on package.

If Mentioning 1080p

1080p available with Video on Demand only. Additional fees apply to view.

Everyday Price Guarantee

Everyday price guarantee valid on qualifying packages.

PROGRAMMING ONLY

DVR (only if programming price point included)

\$6.00/mo. DVR Service fee applies.

Generic

All prices, packages and programming subject to change without notice. Hardware and programming sold separately.

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PROGRAMMING ONLY

End of Spot

All prices, packages and programming subject to change without notice. Hardware and programming sold separately.

DHA or DHA-24

End of Spot

Offer expires 1/31/12. Restrictions apply. All prices, packages and programming subject to change without notice.