



1H 2020 - GM OFFERS & DISCLOSURES

Business Unit: Partners

Audience(s): GM

1H 2020 offer period: 1/14/2020 - 7/15/2020

All information contained herein is confidential and subject to change. Please do not share.

Legal requirements: All offer creative require the in-body disclaimer where applicable, as well as a long-form disclaimer.

- **Pricing Changes and Offers Overview**
 - **2 Year TV Price Guarantee - New Customer Promotional Pricing**
 - **AT250 - \$94.99 (\$5 increase)**
 - **AT200 - \$84.99 (\$5 increase)**
 - **AT120+ - \$74.99 (\$5 increase)**
 - **AT120 - 59.99 (no increase)**
 - **Focus on America's Top 120 with Smart HD DVR & Voice Remote**
 - **Included in 2-year price guarantee at \$59.99 advertised price:** America's Top 120 programming package, local channels, HD service fees, and Hopper Duo Smart DVR for 1 TV.
 - **Included in 2-year price guarantee for additional cost:** Programming package upgrades (\$74.99 for AT120+, \$84.99 for AT200, \$94.99 for AT250), monthly fees for upgraded or additional receivers (\$5-\$7 per additional TV, receivers with additional functionality may be \$10-\$15).
 - **Extended: Free Voice Remote with the Google Assistant**
 - [Google Voice Remote Marketing Resources](#)
 - Built-In Remote Finder
 - "Free Google Voice Remote and DVR Included"
 - **Extended: Hopper Duo - Smart HD DVR Included**
 - Upgrade to Hopper DVR for \$5
 - Joey/4k Joey/Wireless Joey monthly fee or upgraded receivers \$5-\$7 (receivers with additional functionality may be \$10-\$15)
 - *requires eAutopay discount and includes Hopper Duo DVR (\$5 discount for 24 months) or Wally/211
 - Built in Netflix, YouTube and more
 - 80,000 movies and shows On-Demand
 - **Extended: Military/Veterans/First-Responder Offer**
 - Free on-demand movie rental every month



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- Stars and stripes programming pack
- Stream 100% of your live and recorded TV to any mobile device, on up to five authorized accounts, with DISH Anywhere.
- 2 year TV price guarantee.
- **Extended: 55+ Offer**
 - First On Demand Movie Rental Free Each Month
 - Dish Protect Plus for the first 6 months of service
 - Record primetime shows and skip commercials.
- **Extended: FREE Standard Installation**
 - "As early as tomorrow"
- **Extended: DISH Outdoors**
 - Already a DISH Customer? Add to your existing service for only \$7 a month and get your home and outdoor TV in one bill.
- **Extended: DISH Protect**
 - DISH Protect Silver - 9.99/mo (same as DISH Protect Plus for 55+)
 - DISH Protect Gold - 12.99/mo
 - DISH Protect Platinum - 24.99/mo
 - DISH Protect Plus (55+ only) - 9.99/mo (first 6 months free)
- **Extended: Refer a friend**
 - Text "REFER" to DISH1 (34741) to get a referral code
 - Give to a friend
 - You'll both earn 100 points to a reward

In-body disclosures (proximity to feature required):

"All offers require credit qualification, 24-month commitment with early termination fee and eAutoPay. Prices include Hopper Duo for qualifying customers. Hopper, Hopper w/Sling or Hopper 3 \$5/mo. more. Upfront fees may apply based on credit qualification.

Topic	Disclaimer
<i>In-body disclaimers</i>	
Price Point	All offers require credit qualification and 24-month commitment and early termination fee with eAutopay. Offer ends 07/15/20. Call for details.
Smart HD DVR Included/Price Point with Hopper Duo included	Add line to the above disclaimer: Prices include Hopper Duo for qualifying customers. Hopper, Hopper w/Sling or Hopper 3 \$5/mo. more. Upfront fees may apply based on credit qualification.
DISH Voice Remote with the Google Assistant	Requires internet-connected Hopper, Joey, or Wally device. Customer must press Voice Remote button to activate feature. The Google Assistant Smart Home features



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	require Google account and compatible devices. Google is a trademark of Google LLC.
Gift Card	Gift Card courtesy of XX
Free Installation	Up to 6 rooms
DANY	Watching live and recorded TV anywhere requires internet-connected Hopper w/Sling or Hopper 3 and compatible mobile device.
Netflix (DVR-integrated App)	Netflix subscription required. Requires internet-connected Hopper 2, 3 or Duo
YouTube (DVR-integrated App)	Netflix subscription required. Requires internet-connected Hopper 2, 3 or Duo
AmazonPrime Video (DVR-integrated App)	Amazon prime subscription required. Requires internet-connected Hopper 3.
Free Premiums	After 3 mos. you will be billed \$30/mo unless you call to cancel.
4K	Watching 4K requires a 4K TV
AutoHop	Commercial skip feature is available at varying times, starting the day after airing, for select primetime shows on ABC, CBS, FOX, and NBC recorded with PrimeTime Anytime.
DISH Anywhere (DANY 5-for-1)	DISH Anywhere is included with your Dish subscription and Hopper 2 and 3 DVR. Dish Anywhere can be used on any internet enabled mobile device (including laptops) when the Dish Anywhere app is downloaded or dishanywhere.com is accessed from your device.
Amazon Alexa Integration	Requires internet-connected Hopper, Joey, Wally, and any Amazon Alexa-enabled device. Amazon, Alexa, and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates.
55 and Older offer	Verification may be required.
Military Offer	Requires credit qualification, validation of status as active duty, veteran, or first responder, 2-year commitment with early termination fee, and eAutoPay.
99% Reliability	Individual experience may vary based on location.



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IH2020 Legal Disclosures: Minimum 6pt font size

Footnoted disclaimers (proximity to feature not required):

Offer for new and qualifying former customers only.

Long-Form Disclosure (proximity to feature not required):

In-Market Dates: 1/14/2020 - 7/15/2020

Offer for new and qualifying former customers only.

Important Terms and Conditions:

Qualification: Advertised price requires credit qualification and 24-month commitment. Upfront activation and/or receiver upgrade fees may apply based on credit qualification. Offer ends **7/15/20**. **2-Year Commitment:** Early termination fee of \$20/mo. remaining applies if you cancel early. **Included in 2-year price guarantee at \$59.99 advertised price:**

America's Top 120 programming package, local channels, HD service fees, and Hopper Duo Smart DVR for 1 TV. **Included in 2-year price guarantee for additional cost:**

Programming package upgrades (\$74.99 for AT120+, \$84.99 for AT200, \$94.99 for AT250), monthly fees for upgraded or additional receivers (\$5-\$7 per additional TV, receivers with additional functionality may be \$10-\$15). **Regional Sports:** RSN Surcharge up to \$3/mo. applies to AT120+ and higher packages and varies based on location. **NOT included in 2-**

year price guarantee or advertised price (and subject to change): Taxes & surcharges, add-on programming (including premium channels), DISH Protect, and transactional fees.

Premium Channels: 3 Mos. Free: After 3 mos., you will be billed \$30/mo. for Showtime, Starz, and DISH Movie Pack unless you call or go online to cancel. **Remote:** The DISH Voice Remote with the Google Assistant requires internet-connected Hopper, Joey, or Wally device.

Customer must press Voice Remote button to activate feature. The Google Assistant Smart Home features require Google account and compatible devices. Google is a trademark of Google LLC. **Other:** All packages, programming, features, and functionality and all prices and fees not included in price lock are subject to change without notice. After 6 mos., if selected, you will be billed \$9.99/mo. for DISH Protect Plus unless you call to cancel. After 2 years, then-current everyday prices for all services apply. For business customers, additional monthly fees may apply. Free standard professional installation only.