

Overview & Benefits

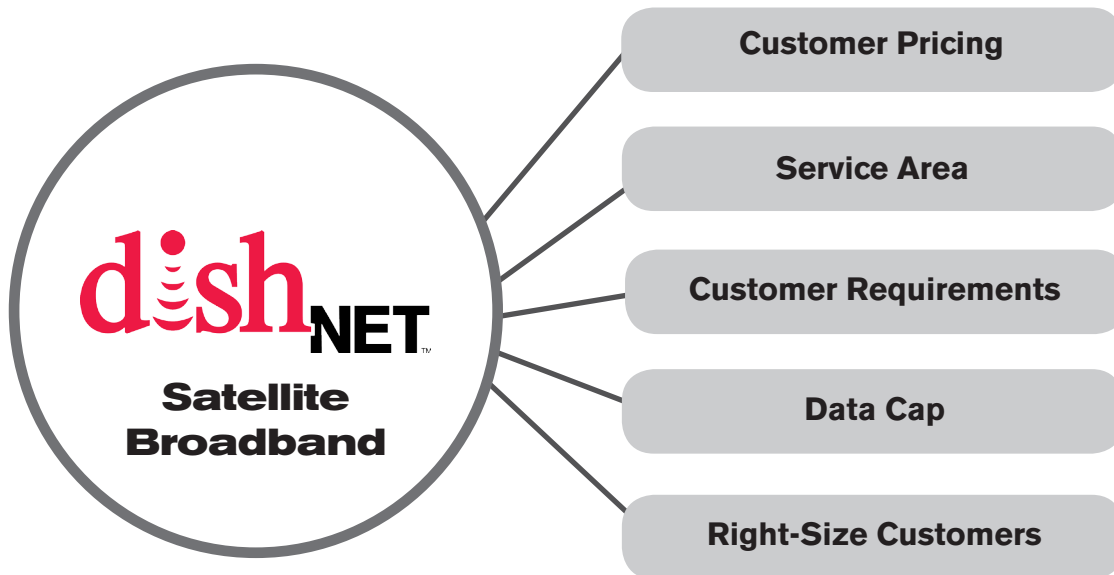
On 10/1/12, DISH is launching dishNET. dishNET includes DISH High-Speed Internet Powered by Exede and HughesNet. With dishNET you can now easily offer customers located almost anywhere in the U.S. a high-quality Video and Internet bundle.

There are many benefits of dishNET for both your company and your customers such as:

- Fast speeds
- Best customer offer when bundled with DISH Video
- No activation fee when bundled with DISH Video
- DISH TV and dishNET on a convenient single bill
- Award-winning DISH Installation, Sales, and Support!

Contents

This job aid will cover details of dishNET Satellite Broadband pricing, coverage, package details, and how to right-size customers. For more information on dishNET, such as the order-entry process in Axiom, check out the updated training available on DISH U.



dishNET Satellite Broadband

Customer Pricing

dishNet Satellite Broadband Options combines Internet services of DISH High-Speed Internet powered by Exede and HughesNet. These satellite Internet services are available in most areas that have no access to broadband, or where only slow speeds of 3 Mbps might be available. Customers who subscribe to dishNET can benefit from higher speeds and a large coverage area. dishNET offers the exact same packages, pricing and fees whether the service is provisioned by ViaSat or Hughes. The pricing for dishNET depends on monthly data caps of 10, 20 and 30 GB a month (see Data Caps for more information). Both services also offer download speeds of 5 Mbps across the country and 10 Mbps in many locations. The Exede Sterling Package is no longer available.

	Company	Satellite	Download Speed	Monthly Data Caps*	Price	Equipment Fee**	Activation Fee (One-Time)	Bundled Activation Fee (One-Time)
dishNET	ViaSat	ViaSat-1 Satellite	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	\$99	\$0
			10 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	\$99	\$0
			10 Mbps	30 (15/15) GB	\$79.99/mo	\$10/mo	\$99	\$0
	ViaSat	Augmented Beams	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	\$99	\$0
			5 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	\$99	\$0
	HughesNet	Jupiter	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	\$99	\$0
			10 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	\$99	\$0
			10 Mbps	30 (15/15) GB	\$79.99/mo	\$10/mo	\$99	\$0
	HughesNet	SpaceWay	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	\$99	\$0
5 Mbps			20 (10/10) GB	\$59.99/mo	\$10/mo	\$99	\$0	

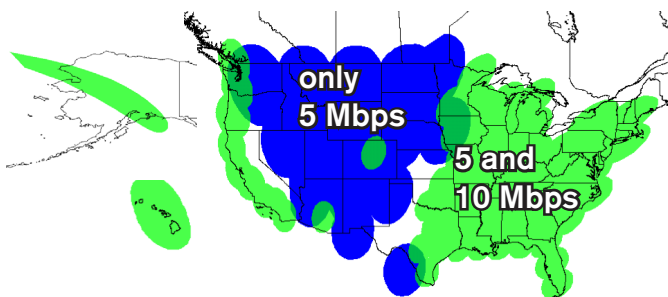
* Data Caps are expressed in "Anytime" bandwidth usage and "Bonus" (2AM to 8AM) usage

** Equipment fees are in addition to Service pricing

Service Area

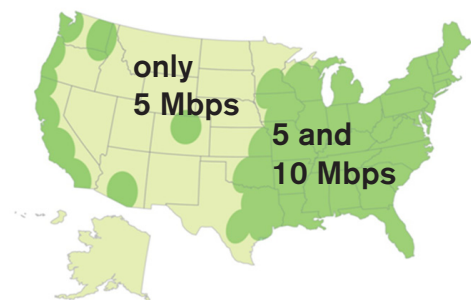
The download speeds and services available to a customer are determined by their geographic location. Customers can get dishNET service supplied by ViaSat in areas indicated in the map on the left. Customers in the **GREEN** areas are eligible for 5 and 10 Mbps download speed. Customers in the **BLUE** areas can receive 5 Mbps download speed. The map on the right indicates the areas where customers can get dishNET service supplied by HughesNet. Customers in the **DARK GREEN** areas are eligible 5 and 10 Mbps download speed. Customers in the **LIGHT GREEN** areas will receive 5 Mbps download speed. dishNET Satellite Broadband is currently not available in Puerto Rico and the U.S. Virgin Islands.

dishNET: ViaSat



- ViaSat-1: 5 and 10 Mbps download speed
- Augmented Beams: 5 Mbps download speed

dishNET: HughesNet



- Jupiter: 5 and 10 Mbps download speed
- SpaceWay: 5 Mbps download speed

Customer Requirements

Bundle Discount

DISH customers can receive a \$10.00 monthly bundle discount when they subscribe to dishNET Satellite broadband service and eligible DISH TV programming. The bundle discount is automatically applied to the customer's bill.

Eligible DISH programming includes:

- America's Top 120 or higher
- DishLATINO Clásico or higher
- DISH America or higher

Activation Fee

The activation fee for dishNET is a one-time fee of \$99. **If the customer bundles their Internet service with video the Activation Fee is waived.** There are no programming requirements for the bundled Activation Fee. Existing video customers qualify for free activation when adding dishNET service.

dishNET
Activation Fee

\$99

dishNET & Video
Activation Fee

\$0

Equipment Fee

Customers must lease equipment at \$10/month. There is no purchase option.

Contract

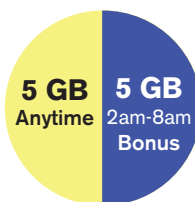
There is a 24-month Agreement for dishNET service. This is in addition to any Video Agreements. A \$420 cancellation fee will apply for early contract cancellation. This fee is pro-rated at \$17.50 for each month remaining in the contract.

Data Caps

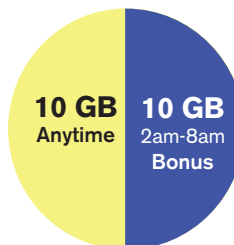
DISH is able to offer higher monthly data caps to their customers than other satellite Internet providers. Data caps mark how much data a customer can download each month. These data caps are split in half between Anytime data that can be used anytime of the day and Bonus data that can **only** be used between the hours of 2 am and 8 am.

There are 3 data cap options:

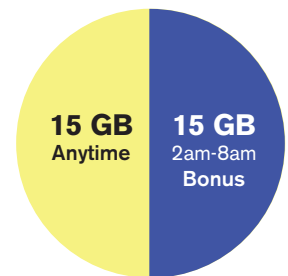
10 GB
\$49.99/mo



20 GB
\$59.99/mo



30 GB
\$79.99/mo



Reaching the Data Cap Limit

When a customer reaches 80% of their monthly data cap, DISH will alert them via email. A customer who uses 100% of their data before the end of the month will have their download speed throttled to approximately 128 kbps until the month ends. Once the next billing period begins, their download speed will return to normal.

If a customer uses all of their Bonus data, they will begin using their Anytime data during the hours of 2 am-8 am. When a customer uses all of their Anytime data they will not be able to use their Bonus data any time other than 2 am- 8 am.

Customers can monitor their current usage on www.mydish.com under the "Usage" tab or at www.dish.net.

Tokens

When a customer reaches their monthly data cap, they may call customer service and purchase 3GB data tokens for \$25 each. Once the customer purchases the tokens their download speed will return to normal.

Right-Size Customers

A customer's download speed is determined by location, while their price is determined by the Data Cap selected. When right-sizing your customer, you should determine how the customer typically uses the Internet.

10 GB / month



Customer Profile: Kelly- Low Internet Usage

- Facebook and website browsing
- Streams Pandora, SiriusXM, and other online radio stations occasionally
- Emailing, uploading and downloading pictures and small files
- Lives in Salt Lake City, UT

Right-Size: Kelly

"Because you said that you use the Internet to check your email and stream and download music occasionally, I recommend our Data package of 10 GB a month. This package will provide you with enough data for all of your basic Internet needs at a low price of \$39.99/mo when bundled with DISH Video, not including the equipment fee." (\$49.99/mo when not bundled with DISH Video)

Customer Profile: Veronica- Average Internet Usage

- Downloading many Mp3s and larger files
- Watching 1 or 2 Video On Demand movies per month
- Connecting more than one device
- Lives in Portland, OR

Right-Size: Veronica

"Because you said that you use the Internet to download a lot of music and are watching 1 to 2 Video On Demand movies a month, I recommend our Data package of 20 GB a month. This package will provide you with enough data for all of your moderate Internet needs at a low price of \$49.99/mo when bundled with DISH Video, not including the equipment fee." (\$59.99/mo when not bundled with DISH Video)

20 GB / month



30 GB / month



Customer Profile: Jaxon- High Internet Usage

- Graphic Designer
- Uploads and downloads very large files every day
- Real time online gamer
- Might get a Sling Adapter
- Lives in Orlando, FL

Right-Size: Jaxon

"Because you said that you use the Internet to upload and download very large files, I recommend our Data package of 30 GB a month. This package will provide you with enough data for all of your heavy Internet needs at \$69.99/mo when bundled with DISH Video, not including the equipment fee. Because using a Sling Adapter uses a lot of data, you should monitor your usage at www.mydish.com under the Usage tab. We do not recommend dishNET Satellite Broadband for real time online games due to latency issues."

Pricing Examples

dishNET	Company	Satellite	Download Speed	Monthly Data Caps*	Price	Bundle discount	
	ViaSat	ViaSat-1 Satellite	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	← 2
			10 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	← 3
			10 Mbps	30 (15/15) GB	\$79.99/mo	\$10/mo	← 1
	ViaSat	Augmented Beams	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	← 1
			5 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	
	HughesNet	Jupiter	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	← 2
			10 Mbps	20 (10/10) GB	\$59.99/mo	\$10/mo	← 3
			10 Mbps	30 (15/15) GB	\$79.99/mo	\$10/mo	← 1
	HughesNet	SpaceWay	5 Mbps	10 (5/5) GB	\$49.99/mo	\$10/mo	
5 Mbps			20 (10/10) GB	\$59.99/mo	\$10/mo		

* Data Caps are expressed in "Anytime" bandwidth usage and "Bonus" (2AM to 8AM) usage



- ViaSat Augmented Beams or HughesNet SpaceWay (Salt Lake City, UT)
- 5 Mbps download
- 10 GB/month data cap
- \$39.99 per month when bundled with DISH Video

- ViaSat-1 or HughesNet Jupiter (Portland, OR)
- 10 Mbps download
- 20 GB/month data cap
- \$49.99 per month when bundled with DISH Video

- ViaSat-1 or HughesNet Jupiter (Orlando, FL)
- 10 Mbps download
- 30 GB/month data cap
- \$69.99 per month when bundled with DISH Video

