

## Eastern Arc Overview Effective August 20, 2008

August 21, 2008

Dear DISH Network® Retailer,

DISH Network is committed to being the leader in HD programming, and **Eastern Arc** is part of that goal. Eastern Arc is DISH Network's new satellite orbital constellation (at the **61.5°, 72.7°, and 77° orbital locations**) which will create additional bandwidth to help us offer more HD channels, especially HD locals.

Other benefits Eastern Arc will bring include better look angles in many areas of the country, and the ability for DISH Network to have a "total MPEG-4 solution" (which will provide "future-proofing" for new HD customers residing in Eastern Arc DMAs because they are required to be installed with only ViP-Series / MPEG-4 equipment).

Additionally, fewer two-antenna installations will be required – Eastern Arc customers will have the ability to receive both SD and HD programming via one antenna – the new DISH 1000.4. Currently DMAs that fall outside of the 129° footprint or that receive HD locals from 61.5° require two antennas.

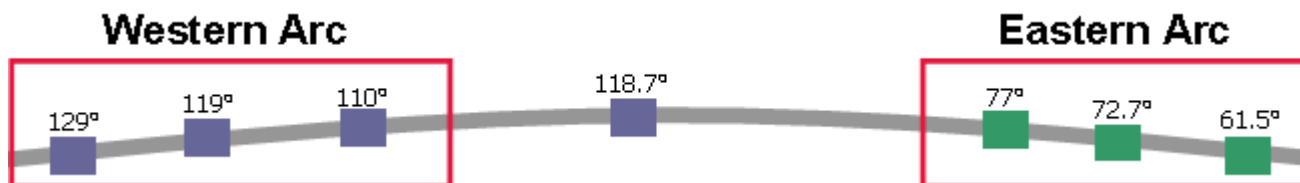
### This Important Notice will cover the following:

- What is Eastern Arc?
- Who will be installed with an Eastern Arc equipment solution?
- What kind of equipment will Eastern Arc customers need?
- What are certain Retailer benefits?
- Hypothetical examples of Eastern Arc and Western Arc customers
- Where to find additional information about Eastern Arc

### What is Eastern Arc?

Eastern Arc is made up of the 61.5°, 72.7°W, and 77°W orbital locations. Beginning **August 20, 2008**, Eastern Arc will broadcast HD and SD locals, HD and SD core programming, and expanded HD programming in MPEG-4 only.

- **New Eastern Arc and Western Arc Orbital Constellations** – Because the 61.5°, 72.7°, and 77° orbital locations are now "Eastern Arc," the existing 110°, 119°, and 129° orbital locations will now be termed "Western Arc." The 118.7° orbital location remains the primary location for broadcasting our wide range of International programming.



- **Programming Broadcast on Eastern Arc and Western Arc** – Eastern Arc and Western Arc will simulcast parallel programming from different orbital locations (with the exception of DishLATINO programming, which is currently only available at the 110° orbital location), so Eastern Arc and Western Arc customers will have access to virtually all of the same programming options.

Western Arc			118.7°	Eastern Arc		
129°	119°	110°		77°	72.7°	61.5°
HD Programming SD Locals	America's Top Programming SD Locals	DishLATINO AT250 HD Core SD Locals	International (HD locals)	HD and SD Locals	America's Top Programming	HD Programming SD Locals

## Who will be installed with an Eastern Arc equipment solution?

Effective August 20, 2008, **new HD customers who live in the DMAs listed in the table below and who do not subscribe to DishLATINO programming will be considered Eastern Arc customers.**

Eastern Arc DMAs Launched August 20, 2008						
Baltimore, MD	Cleveland, OH	Charlotte, NC	Chicago, IL	Columbia, SC	Dallas, TX	Detroit, MI
Green Bay, WI	Greensboro, NC	Greenville, SC	Hartford, CT	Knoxville, TN	Minneapolis, MN	Nashville, TN
New York, NY	Philadelphia, PA	Providence, RI	Raleigh, NC	Richmond, VA	Tampa, FL	Washington, D.C.

- **Certain Installation Guidelines for Eastern Arc and Western Arc Customers – Effective August 20, 2008:**
  - **Eastern Arc** – DISH Network customers meeting one or more of the criteria below will be installed with an **Eastern Arc** solution:
    - New customers subscribing to any **HD programming**
    - Residing in one of the Eastern Arc DMAs listed in the table above
    - Not subscribing to any DishLATINO programming
      - Please note that if a customer lives in one of the above Eastern Arc DMAs but is NOT a new subscriber, subscribes to any DishLATINO programming, and/or does NOT subscribe to any HD programming, they will continue to be installed with a Western Arc solution (please see below).
  - **Western Arc** – At launch, DISH Network customers meeting one or more of the criteria below will continue to be installed with a **Western Arc** solution:
    - Existing subscribers
    - Subscribing to any DishLATINO programming
    - NOT subscribing to **HD programming**
    - Residing outside of the Eastern Arc DMAs listed in the table above
  - **International Programming** – New HD Eastern Arc customers being initially activated with International programming broadcast from 118.7° will be installed with both a DISH 1000.4 and a DISH 500+ antenna (with only the 118.7° feed connected on the DISH 500+).

## What kind of equipment will Eastern Arc customers need?

Because of the new satellite orbital constellation, Eastern Arc customers will require specific equipment configurations.

- **The Eastern Arc Antenna – DISH 1000.4** – Eastern Arc customers need an equipment solution that sees all three orbital locations (61.5°, 72.7°, and 77°). The DISH 1000.4 antenna was developed specifically for Eastern Arc customers and will be the standard antenna for Eastern Arc. It is slightly larger than DISH 1000.2 (but currently has the same price as a DISH 1000.2), has great new peaking features, and allows for rough peak followed by fine tuning of azimuth and elevation to maximize signal.
  - **Pricing for the DISH 1000.4 Antenna** (not including shipping and handling, and applicable tax):
    - \$64 each
    - \$59 each in mini-bulk (8-pack); mini-bulk is \$472
  - **New DISH Pro Plus 1000.4 LNBF**
    - Capability to see all three Eastern Arc orbital locations (61.5°, 72.7°, and 77°).
    - Has three DISH Pro Plus-capable receiver outputs – may be connected to a dual-tuner receiver with a DPP separator for a single-cable connection.
    - Has one LNB In port for reception from a fourth orbital location.
  - **Additional Antenna Requirements (wing dishes)**
    - Since Eastern Arc customers and Western Arc customers view different sets of orbital locations, you must be aware of which customers are eligible to have certain wing dishes installed on their accounts.
      - Retailers will NOT be eligible to receive Incentives with respect to wing antennas that are not installed in accordance with applicable Business Rules – by way of example only, an Eastern Arc customer installed with a wing antenna that only a Western Arc customer was entitled to receive under the applicable Promotional Program.
  - **Eastern Arc Compatible Receivers** – The DISH 1000.4 is for use with receivers marked with a logo of the letter “A” inside a circle on the box’s *Content and Features* label – these include the correct **G3 Smart Card**.
    - Please refer to the “*Eastern Arc Compatible Receivers Job Aid*” that is posted to the Retailer Care Site in the Info Center > Retailer Services and Business Tools > Eastern Arc, for specific part numbers of the Eastern Arc-compatible receiver models and other information.
- **MPEG-4 Requirement** – “Eastern Arc-compatible” receivers must be MPEG-4 (models listed below) and **must have the new G3 “Smart Card” encryption**. Eastern Arc satellites will be broadcasting SD core programming in G3 encryption only, so customers with an Eastern Arc solution will need receivers that have the new G3 Smart Card encryption to view any SD core programming which they may subscribe to.
  - **Eastern Arc MPEG-4 / HD Receivers:**
    - ViP211™
    - ViP222™
    - ViP612™ DVR
    - ViP622™ DVR
    - ViP722™ DVR
  - **Additional Important Information:**
    - If an Eastern Arc customer discontinues subscribing to HD programming, they will be subject to the \$7.00/mo. HD enabling fee in accordance with the terms and conditions of their promotion agreement.
    - Depending on the number of receivers a customer may need, there may be fees associated with upgrading to additional MPEG-4 receivers.