

More About Hopper™ Whole-Home HD DVR Equipment Parts and Pricing

February 29, 2012

You will soon be able to offer Hopper Whole-Home HD DVR to customers, so now is the time to become better acquainted with the equipment involved in installing this solution! In this RetailerNews, we would also like to review promotional programs and pricing as it pertains to Hopper, as well as how the Hopper feature, PrimeTime Anytime™, will work in different HD local markets.



- **Hopper Equipment and Parts Pricing**

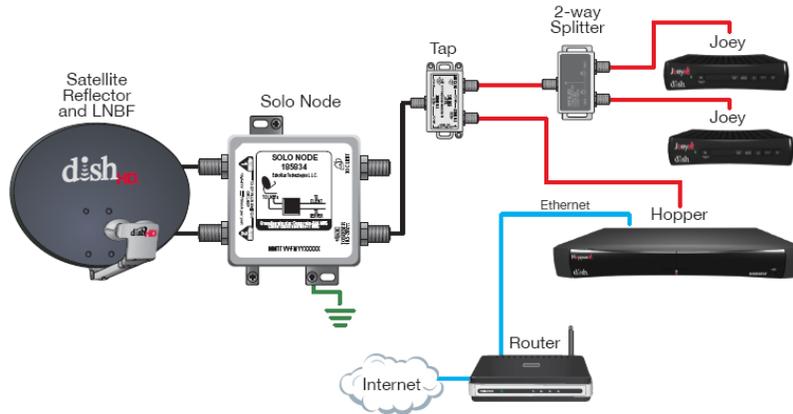
Pricing for Hopper Equipment				
Parts	Part Number	Retailer Price	DHA/DHA24 Equipment Discount	MSRP
FG, RECEIVER, HPR2000, NEW, DISH, W/40.0 REMOTE	185647	\$299.00	\$299.00	\$449.00
FG, RECEIVER, JOEY1.0, NEW, DISH	187894	\$99.00	\$99.00	\$149.00
FG, REMOTE, 40.0, NEW, DISH, BOXED	190482	\$14.00	-	\$20.00
ASSY, ISOLATOR, MOCA, NEW, DISH, FOR MULTI PK	190968	\$3.50	-	\$5.00
ASSY, NODE, HOPPER/JOEY SOLO, NEW, DISH	185834	\$25.00	\$25.00	\$35.00
ASSY, NODE, HOPPER/JOEY DUO, NEW, DISH	185836	\$50.00	\$50.00	\$60.00
ASSY, TAP, HOPPER/JOEY, NEW, DISH, FOR MULTI PK	190941	\$3.50	-	\$5.00
FG, INTERNET CONNECTOR, HPR2000, NEW, DISH, B	190149	\$25.00	\$25.00	\$30.00

All pricing is subject to change at Any Time in DISH's Sole Discretion.

- **Here are short descriptions for the parts available (from the table above):**

- **Hopper (with remote)** – Hub for the Whole-Home TV entertainment system, Hopper is a 2-terabyte HD DVR with 3 satellite tuners and provides full DVR functionality to the other TVs in the home through thin client receivers (Joey) making up the Whole-Home DVR network.
- **Joey** – Thin-client receiver that communicates with the Hopper providing full functionality on each TV.
- **40.0 Remote** – Uses UHF/RF to communicate with the Hopper or Joey; 200 ft.-range, and includes a universal learning system wizard for pairing with other devices such as a TV or DVD player, and an alarm to quickly locate the remote.
- **Isolator** – A diplexer-type device used to isolate a subnet of Hopper and Joeyes from a second subnet of Hopper and Joeyes on an installation. This splits the home's video network and prevents DVR-sharing outside of the subnet.
- **Solo Node** – A connection point used between the DISH antenna and a single Hopper installation configuration. Nodes manage the transfer of programming between the Hopper and the Joeyes.
- **Duo Node** – A connection point used between the DISH antenna and a two-Hopper installation configuration. Nodes manage the transfer of programming between the Hopper and the Joeyes.
- **Tap** – A diplexer-type device used to tap the satellite feed for a Hopper (Host) and then split the connection between the Hopper (Host) and a Joey (Client) or HIC (Hopper Internet Connector).
- **Hopper Internet Connector (HIC)** – A device that enables Internet connectivity throughout the Hopper Joey System through a single co-axial cable; a HIC may be used when the Hopper cannot be connected directly to Ethernet. The HIC can be installed on any "Client" side of the coaxial cabling to provide connectivity to the entire Whole-Home DVR network.

- **Example of a One-Hopper/Two Joey Configuration** – The image below is an illustration of what a one-Hopper / two-Joey installation looks like. For more information, please see the **Hopper Training Guide** posted on DISH Portal.



- **Retailer Incentives** – Retailer Incentives under DHA/DHA24, Flex24, and FlexTV by DISH for the Hopper Whole-Home HD DVR solution are comparable to those for other equipment used under the same promotional programs (for example, Primary Receiver Residential Activation Incentive, Credit Card AutoPay, etc.), with the exception of the **Additional Receiver Residential Activation Incentive**. All eligible Hopper and Joey models activated beyond the primary (first) receiver will generate an Additional Receiver Residential Incentive of **\$25 per receiver**.
 - **Easier Installation.** The frequency requirements of the Joey allow the use of almost any existing cabling whereas an SD or ViP® installation would necessitate running more high-frequency rated cabling to each receiver. Having to run less coaxial cabling from the dish antenna or switch to each receiver saves time and cabling compared to a multi-receiver SD or ViP receiver configuration installation.
 - **Similar Receiver Incentives for Popular Configurations.** In many cases a Hopper installation will require more receivers than a similar ViP configuration. Please see the table below.

Examples of the Additional Receiver Activation Incentives (3 TV's)	
Hopper/Joey/Joey Configuration	ViP 722k/ViP 211k Configuration
1 st and 2 nd Joey = \$25 each	2 nd Receiver (ViP 211k) = \$50
Total = \$50	Total = \$50
A Retailer's eligibility to receive Incentives, including without limitation, Equipment Discounts, is subject to the terms and conditions set forth in their DISH Network Retailer Agreement and applicable Business Rules. For more information, please refer to current Retailer Business Rules which are posted on DISH Portal.	

REMINDER: JOEY & HOPPER PROMOTIONAL PROGRAMS AND FEES

- **New Customer Promotional Programs**
 - **DHA/DHA24**

DHA/DHA-24 Hopper and Joey Customer Pricing* – Available March 15, 2012					
1 st Hopper*	2 nd Hopper	1 st Joey	2 nd Joey	3 rd Joey	4 th Joey**
\$99*	\$199	\$0	\$0	\$0	\$99**
*Customers subscribing to America's Top 200 or higher or DishLATINO Dos or higher programming packages may be eligible to receive an instant \$99 credit shown in the tools at the time of sale.					
**Only available with a two-Hopper equipment configuration.					
All programming and pricing is subject to change at Any Time in DISH's Sole Discretion.					

o **Flex24/FlexTV by DISH**

Flex24 and FlexTV by DISH Hopper and Joey Customer Pricing – Available March 15, 2012					
1 st Hopper	2 nd Hopper	1 st Joey	2 nd Joey	3 rd Joey	4 th Joey*
\$449	\$449	\$99	\$99	\$99	\$99*
*Only available with a two-Hopper equipment configuration All programming and pricing is subject to change at Any Time in DISH's Sole Discretion.					

• **Customer Fees**

Monthly Fees for Hopper Whole-Home HD DVR Service – Available March 15, 2012	
DVR Fee	\$6/mo.
Whole-Home DVR Service Fee	Additional \$4/mo.
Additional Outlet Programming Fee	\$0/mo. (for 1st TV) \$7/mo. (for each additional TV)
All programming and pricing is subject to change at Any Time in DISH's Sole Discretion.	

- **Existing Customer Promotional Programs** – Existing customers wanting to enjoy Hopper and Joey under our DISH'n It Up Promotional Program could pay as little as \$100 to upgrade to a Hopper Whole-Home HD DVR configuration.

DISH'n It Up Hopper and Joey Existing Customer Pricing – Available March 15, 2012			
Receiver	Plan A	Plan B	Plan C
First Hopper	\$100	\$100	\$200
Second Hopper	\$100	\$100	\$200
Joey (1 st through 4 th)*	\$0	\$0	\$100
*4 th Joey only available with a two-Hopper equipment configuration. All programming and pricing is subject to change at Any Time in DISH's Sole Discretion.			

Hopper PrimeTime Anytime HD Local Network Programming Functionality

- **PrimeTime Anytime Functionality Overview** – There are three main scenarios of how Hopper's PrimeTime Anytime functionality will work in different markets – one that has all of its four major HD local networks; one that only has one-to-three of its major HD local networks, and one that has none of its HD local networks.
 - o When the customer is in a market that has **all** of the major HD local networks, (ABC, CBS, NBC, FOX), the PrimeTime Anytime functionality will record all four local networks when it is enabled.
 - o When the customer is in a market that has **some** of the major HD local networks, PrimeTime Anytime will record just the local networks available in HD. Please see the five markets below which currently will only have partial PrimeTime Anytime functionality:
 - Cheyenne, Wyoming
 - Fairbanks, Alaska
 - Great Falls, MT
 - Juneau, Alaska
 - Lake Charles, LA
 - Panama City, Florida
 - Springfield, MA
 - Topeka, Kansas

- o When the customer is in a market that has **none** of the major HD local networks, PrimeTime Anytime will NOT record any local network programming. Please see the 41 markets below which currently will NOT have PrimeTime Anytime functionality:
 - Alexandria, Louisiana
 - Alpena, Michigan
 - Amarillo, Texas
 - Bend, Oregon
 - Billings, Montana
 - Biloxi-Gulfport, Mississippi
 - Binghamton, New York
 - Bowling Green, Kentucky
 - Casper-Riverton, Wyoming
 - Charlottesville, Virginia
 - Clarksburg-Weston, West Virginia
 - Dothan, Alabama
 - Elmira (Corning), New York
 - Eureka, California
 - Glendive, Montana
 - Greenwood-Greenville, Mississippi
 - Harrisonburg, Virginia
 - Hattiesburg-Laurel, Mississippi
 - Helena, Montana
 - Jackson, Tennessee
 - Jonesboro, Arkansas
 - Lafayette, Indiana
 - Lima, Ohio
 - Lubbock, Texas
 - Mankato, Minnesota
 - Marquette, Michigan
 - North Platte, Nebraska
 - Ottumwa-Kirksville, Iowa
 - Parkersburg, West Virginia
 - Presque Isle, Maine
 - Puerto Rico/US Virgin Islands
 - Rapid City, South Dakota
 - Salisbury, Maryland
 - St. Joseph, Missouri
 - Tyler-Longview, Texas
 - Utica, New York
 - Victoria, Texas
 - Watertown, New York
 - Wheeling-Steubenville, West-Virginia-Ohio
 - Yuma-El Centro, Arizona-California
 - Zanesville, Ohio

Thanks for supporting DISH!

The foregoing (including without limitation, brief description(s) of certain terms and conditions applicable to each of the Promotional Programs named in this RetailerNews) may be subject to applicable Business Rules and/or different terms and conditions of your Retailer Agreement with DISH Network L.L.C., formerly known as EchoStar Satellite L.L.C. ("DISH"). In the event of any conflict or inconsistency between the terms and conditions set forth in any applicable Business Rules or your Retailer Agreement and the terms and conditions set forth above, the terms and conditions of such Business Rules and/or such Retailer Agreement shall control. Programming packages and pricing are subject to change at Any Time in DISH's Sole Discretion.

With respect to hardware purchased by a Retailer from Echosphere L.L.C. ("Echosphere"), all equipment discounts and other Incentives shall be paid by DISH subject to and in accordance with the terms and conditions of each participating Retailer's Retailer Agreement and applicable Business Rules. With respect to hardware purchased by a Retailer from an Authorized Distributor, any and all equipment discounts and other Incentives shall be paid by the Authorized Distributor in accordance with and subject to the terms and conditions of your applicable agreement(s) with such Authorized Distributor. Notwithstanding anything set forth in this RetailerNews to the contrary, any and all references herein to equipment discounts and/or other Incentives shall apply solely and exclusively to Retailers who purchase their hardware from Echosphere. All capitalized terms not otherwise defined in this RetailerNews shall have the meanings ascribed to them in your Retailer Agreement.