

ALLIANCE
GROUP



We're DISH.

Welcome to the DISH Alliance Group: A unified, enterprise-wide partnership initiative for companies to access the full range of DISH's capabilities and offerings. We've recognized an opportunity to expand strategic partnerships, including Linear TV, Marketing, Broadband solutions, Commercial, Sling TV®, AirTV™, as well as In-Home Services and support for mutual benefit.

Partnering with DISH through the Alliance Group gives your business access to a suite of bilingual capabilities, including our flagship DISH TV service, as well as new and emerging video solutions like Sling TV® and AirTV™. Increase Broadband sales by partnering with DISH to sell your Broadband service to DISH's new and existing customers in our industry-leading customer service with dedicated customer experience centers. DISH operates a national in-home installation work force known as In-Home Services, which makes house calls to thousands of Americans every day and is utilized by premier brands such as Samsung and Amazon. Extend your business reach with co-marketing opportunities to further monetize your internet-only customer base and meet your customers' demand for leading video programming and technology.

Together, we have an opportunity to shape the entertainment and technology of tomorrow through mutually beneficial partnerships. Consumers are demanding new connectivity solutions at an astounding rate, and a partnership with DISH will allow you to be competitive and leverage all of DISH's solutions, as well as the sales and service capabilities necessary to support those offerings.



Perry Crider, Senior Program Manager



For more information on the DISH Alliance Group and how to participate, contact Perry Crider:
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DISH



SLING



Broadband



AirTV



Referral
Marketing



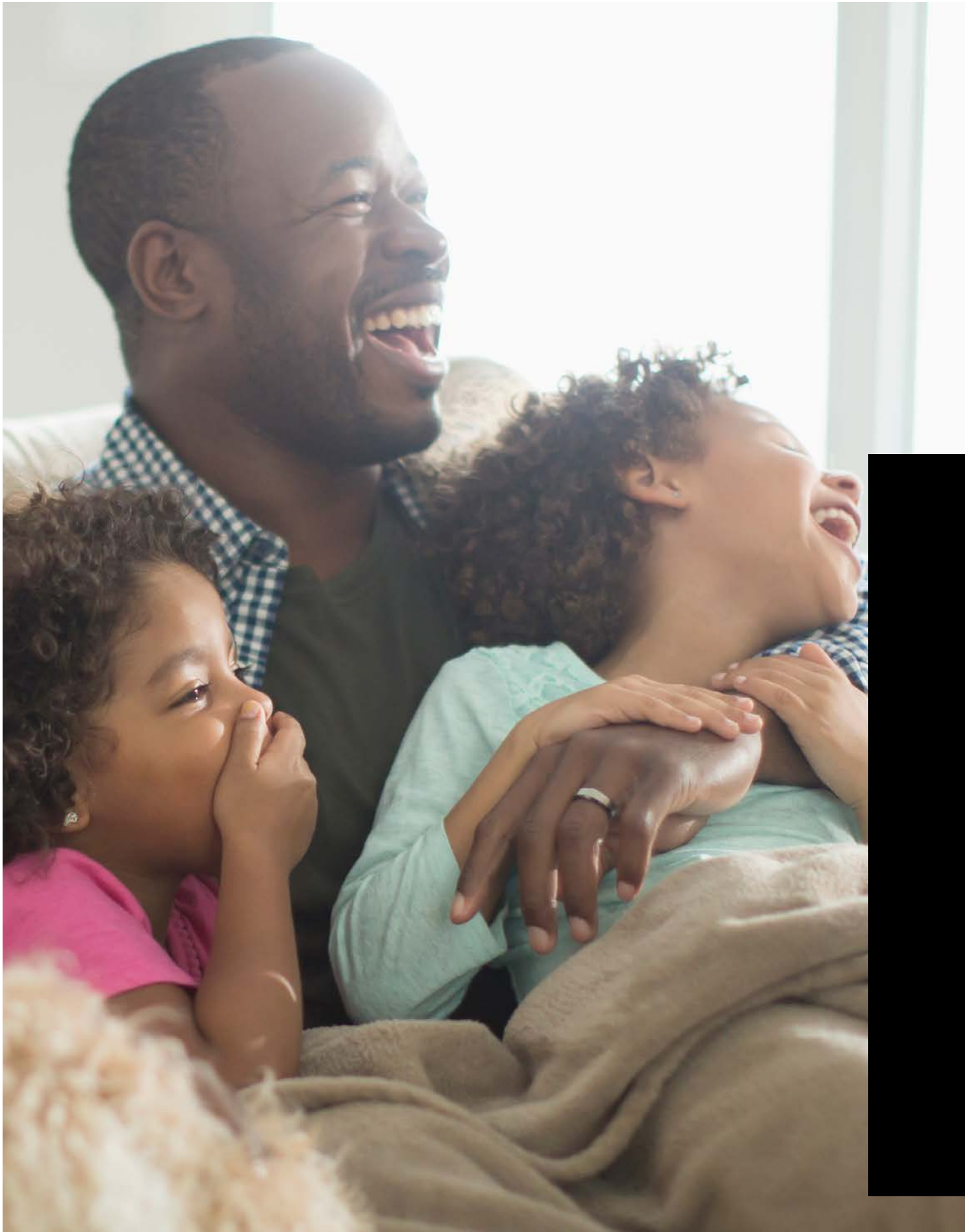
DISH
Business



Retailer
Channel



In-Home
Services



Why Sell DISH?

- Award-winning technology is best-in-industry
- Ranked #1 in Customer Service nationally by J.D. Power and our customers*
- Best value in satellite TV providers
- Large existing customer base
- Bilingual customer experience centers with dedicated agents
- Nationally recognized brand with co-marketing opportunities

DISH is a Fortune 200 company with more than \$15 billion in annual revenue and over 13 million pay-TV subscribers. We pioneered the DVR, commercial-free television, and Hands-Free TV™ – and our future endeavors seek to expand our capabilities through strategic partnerships based around enhanced Broadband offerings.

Partnering with DISH through the Alliance Group will give your business access not only to first-rate DISH TV services, but our industry-leading customer service capabilities as well. With dedicated bilingual customer experience centers and an In-Home Services department that makes house calls to thousands of subscribers across the country every day, your business can extend its reach and capabilities to support customers with all manner of requirements. Together, we have an opportunity to shape the entertainment and technology of tomorrow through a mutually beneficial partnership.

*DISH Network received the highest numerical score for customer service and second highest score for overall customer satisfaction among national TV providers in the J.D. Power 2017 U.S. Television Service Provider Satisfaction Study, based on 18,685 total responses, measuring the experiences and perceptions of customers with their TV service provider, surveyed November 2016 – July 2017. Your experiences may vary. Visit jdpower.com.



Sling TV® is a streaming television service that delivers live and on-demand entertainment instantly, with the simplicity of an app. Launched in 2015, Sling TV® was the first Over the Top (OTT) internet-based television service provider. A partnership with the Alliance Group will enable you to offer customers A La Carte TV, a live TV experience available only with Sling TV®.

A La Carte TV is the only TV service that gives customers the value, choice, and freedom of a personalized live TV experience, starting at just \$20 a month. They can customize their channel lineups with extras in genres like sports, comedy, kids, news, and more. They can stream on their favorite devices instantly — anytime, anywhere. No useless channels, no long-term contracts, no hidden fees.

Why Partner with Sling?

- #1 Live TV Streaming Service based on the number of OTT households as reported by comScore as of April 2017
- Integrated billing and revenue share opportunities
- Ideal for cord-cutters
- Compatible with nearly every device





Broadband

At DISH, we get thousands of calls every day from new and existing customers asking for Broadband. Our goal is to provide our subscribers with the best Broadband service available in their area. We prefer to offer a wired or terrestrial solution that helps subscribers get the most out of their DISH equipment. We are looking to expand our 3rd-party Broadband partnerships and sell your Broadband through our DISH-owned customer experience centers. DISH provides a unique opportunity to expand your sales and marketing reach with minimal investment.

Why Partner with DISH?

- Nationwide video coverage requiring quality Broadband
- Large existing customer base looking to DISH for Broadband recommendation
- Bilingual customer experience centers with dedicated Broadband agents
- Nationally recognized brand
- New sales and marketing channel with minimal investment



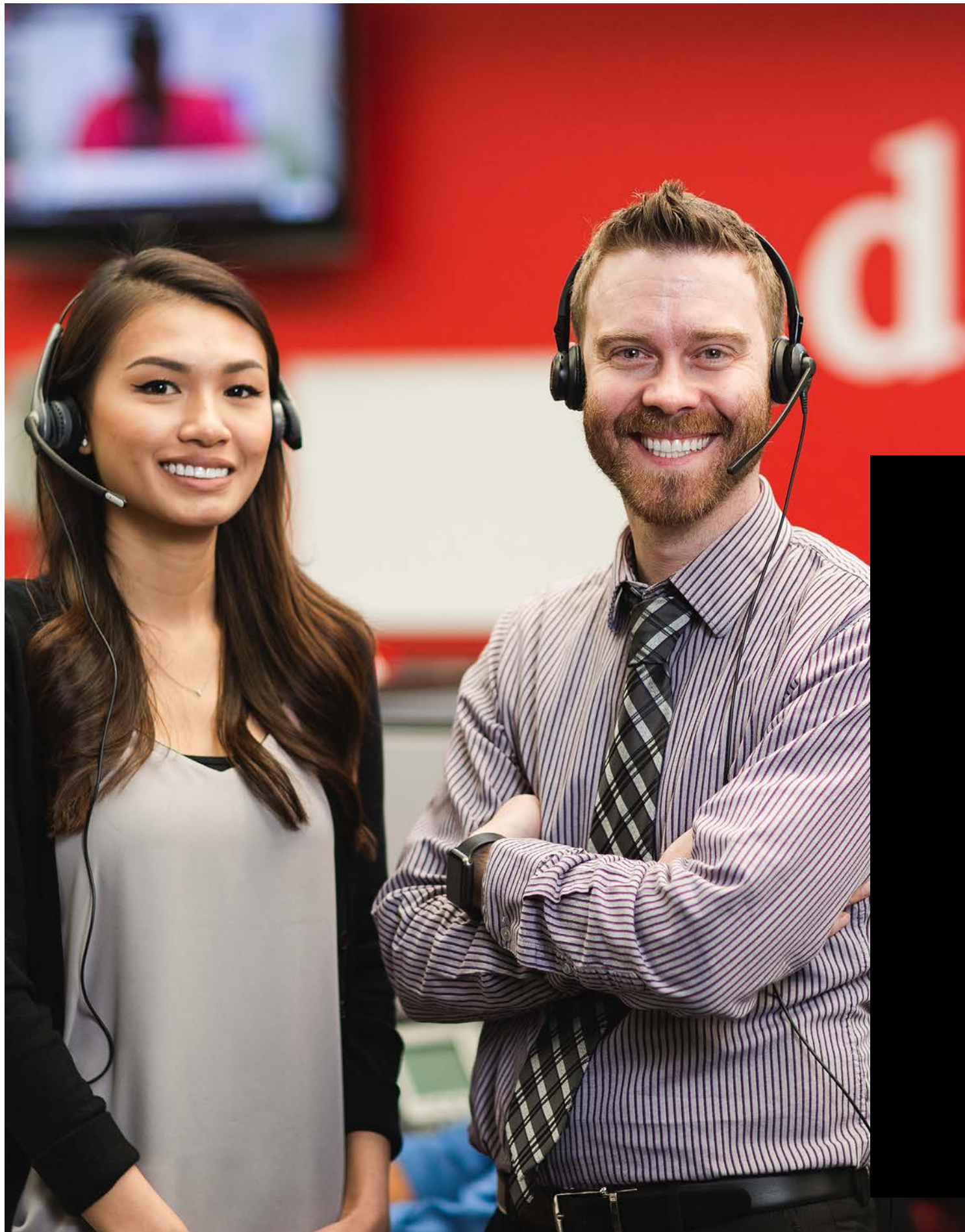
AirTV Player is an OTT-based alternative to most traditional TV services. Rather than paying for channel packages, your customers can customize their entertainment experience by integrating local OTA (over-the-air) channels like news, local sports, and entertainment right alongside their favorite streaming services, including Sling TV®, Netflix, and more. But the best part is, with AirTV Player, you can offer your customers local over-the-air channels like ABC, CBS, NBC, and FOX—all without a monthly bill! AirTV connects a single OTA antenna with your customers' home Wi-Fi network to seamlessly stream local OTA channels in HD throughout the house, and even outside the home with a standalone app.

Partnering with DISH through the Alliance Group offers your customers all the local TV they love, integrated right alongside their favorite streaming channels, and no monthly bill! Customers across the country are cutting the cord on traditional TV services. The Alliance Group gives your business the perfect solution for those customers looking to gain an edge on the TV industry.

Why Partner with AirTV?

- Emerging over-the-air TV market ripe for incremental growth
- High margins on equipment sales
- Great for cord-cutters and ideal with Sling TV®





Referral Marketing Program

Why Partner with DISH?

- New sales and marketing arm with minimal investment
- Further monetize internet-only customers
- Nationally recognized brand with leading technology
- Bilingual customer experience centers with industry-leading customer service
- DISH will fund initial marketing test for proof of concept

Many Broadband companies offer their own video solution but increasing programming costs and a large number of internet-only customers have left many looking for alternate video solutions. Partnering with the DISH Referral Marketing Program through the Alliance Group gives your company a new sales and marketing arm with which to sell DISH Video solutions to internet-only customers. No need to clog the pipes with unprofitable video content when you can partner with DISH and offer the best-in-class video service to your customer base. We consider this a synthetic bundle, in which you own and bill the Broadband portion and DISH owns and bills the video portion. Promoting DISH Video couldn't be easier: unique toll-free numbers will direct subscribers to DISH sales agents for best-in-class service.

With the Referral Marketing Program, there is no need to become an expert in selling or fulfilling DISH. Communications that promote DISH to your customers help to improve response and conversion rates, and allow DISH to pay a substantial incentive for new activations.



DISH Business

The Alliance Group can help open new doors into the world of commercial opportunities. With game-changing technology like the DISH SMARTBOX®, your business can extend its reach into various property opportunities such as hotels, hospitals, apartments, and condos. Additionally, you'll get the tools you need to effectively sell and support TV services for new customers in public and private business locations. TV packages like the Flex Pack™ from DISH allow businesses like bars, restaurants, private offices and auto repair shops to create a custom TV solutions to fit their business needs.

Why Partner with DISH Business?

- Gain new customers and additional revenue streams
- Commercial solutions for Multi-Family Communities and Free-to-Guest Properties
- Industry-leading technology that is scalable, manageable, and affordable
- Simplified video solutions to accommodate any size business
- Dedicated customer service for commercial support

Retailer Channel

At DISH, we believe that our Retailers are the cornerstone of our success and we provide dedicated support to ensure their success. Our diverse programming along with our commitment to providing superior value and technology differentiates DISH from its competitors and provides great sales opportunities for partners looking to serve their communities across the nation.

Why Partner with Retailer Channel?

- Diversify your offerings with industry-leading value and technology
- Full access to sell the DISH suite of products (Satellite TV, Sling TV®, AirTV Player™, over-the-air antennas, and more) with packages that fit every customer
- Lucrative incentives paid 2x per week
- Recurring monthly incentives
- Dedicated Retailer help line
- Field training personnel available as well as online training resources
- Offer retailers across the nation local support from dedicated account managers as well as support from subject matter experts (Latino, International, Commercial, and more)
- Funds provided to support marketing efforts



In-Home Services

DISH relies on In-Home Services (IHS) to support and service over 13 million customers across the country every day – and thanks to the Alliance Group, your business can rely on IHS for your customers' installation services and technical needs. With nationwide in-home expert coverage, you'll have the capacity to service 600,000 customers monthly! IHS can route thousands of appointments each day by utilizing a best-in-breed cloud-based workforce management system – ensuring the right technician arrives on time to every appointment. A partnership with DISH through the Alliance Group gives you access to our fleet of professionally trained and certified technicians, including all the necessary tools and equipment.

Why Partner with In-Home Services?

- Coverage in all 50 states
- Year-round operations
- Same-day appointment scheduling
- Cloud-based field management system
- Professionally trained and certified technicians
- Predictable and consistent customer experience
- 93% Technician Net Promoter Score





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