

BLOCKBUSTER Movie Pass®
Co-op Pre-Approved Messaging and Marketing Guidelines

Marketing Guidelines

- All Co-op Advertising guidelines apply.
 - The below pre-approved statements can be used in Co-op pre-approved ads. Standard Co-op Pre-Approval review times will apply.
 - Offer is approved for use in marketing materials in market from 10/01/11 through 1/31/12.
 - A superscript “®” must be used with BLOCKBUSTER Movie Pass® in the first or most prominent text mention.
 - The only exception to this is if the BLOCKBUSTER Movie Pass® logo is in the piece as well.
 - You may not use the BLOCKBUSTER® logo in advertising outside of the Co-op Pre-Approved graphics available in the Graphic Library of DishMarketingSolutions. The logo may not be altered or used in any other manner.
 - The following disclaimer is required on all ads containing the BLOCKBUSTER Movie Pass® offer:
 - Blockbuster Movie Pass (1 disc at a time): Only available with new qualifying DISH Network service activated between 10/1/11 and 1/31/12. With a 24-month agreement and minimum of America’s Top 200 programming package, for the first 12 months of your subscription, you receive a bundle of Blockbuster Movie Pass for \$5/mo (regularly \$10/mo) and America’s “Everything” Pak for \$74.99/mo, America’s Top 250 for \$39.99/mo, America’s Top 200 for \$34.99/mo, or DishLATINO Max for \$34.99/mo. Other qualifying packages include 3-month bundle. Promotional prices continue for applicable promotional period provided you subscribe to both components of the bundle and do not downgrade. After applicable promotional period, then-current prices apply to each component. Requires online DISH Network account for discs by mail; broadband Internet to stream content; HD DVR to stream to TV. Exchange online rentals for free in-store movie rentals at participating BLOCKBUSTER stores. Offer not available in Hawaii, Alaska, Puerto Rico or U.S. Virgin Islands. Streaming to TV and some channels not available with select packages.
 - The following disclaimer is required on all ads containing reference to Netflix®:
 - Netflix is a registered trademark of Netflix, Inc.
 - The following disclaimer is required on all ads containing reference to Redbox®:
 - Redbox is a registered trademark of Redbox Automated Retail, LLC.
 - BLOCKBUSTER Movie Pass®
 - 1 Disc at a time and unlimited streaming – Included.*
 - 2 Discs at a time and unlimited streaming - \$15/mo.
 - 3 Discs at a time and unlimited streaming - \$20/mo.
- * Up to 12 months with qualifying packages. Offer based on the discounted \$5 price for the Blockbuster Movie Pass. One disc at time, \$10/mo value
- BLOCKBUSTER Movie Pass® is not available in HI/AK/PR/USVI.
 - You cannot use the word ‘FREE’, or the phrases ‘at no cost’ or ‘at no additional charge’ or any similar words or phrases in your ad.

Co-op Pre-Approved Messaging

When advertising BLOCKBUSTER Movie Pass®, you may use the following pre-approved statements or reasonable variations with pre-approved graphics only:

- Headlines:
 - Introducing BLOCKBUSTER Movie Pass® only from DISH Network.
 - Over 100,000 New Reasons to Switch to DISH Network.
- Subheads and Additional Copy:
 - BLOCKBUSTER Movie Pass® available when you sign up for DISH Network.
 - DISH Network offers you BLOCKBUSTER Movie Pass®.
 - No other TV provider offers you BLOCKBUSTER Movie Pass®.
 - DISH Network gives you the most movies at the best price.
 - Have the ultimate movie experience with DISH Network.
 - DISH Network is the only provider to offer you BLOCKBUSTER Movie Pass®.
 - Switch to DISH Network and get BLOCKBUSTER Movie Pass®.
 - Plus over 20 great entertainment channels.
 - Get BLOCKBUSTER Movie Pass® when you sign up for DISH Network.
 - Get thousands of on demand titles streaming straight to your TV or PC.
 - Unlimited DVDs by mail.

- Plus in-store exchanges.
 - No due dates or late fees.
- Plus unlimited access to movies, TV shows and games by mail.
 - Over 100,000 movies, TV shows and games.
- Keep movies as long as you want with no late fees or due dates.
- Unlimited in-store exchanges.
- Many new releases available before Netflix® and Redbox®.
- Blu-ray rentals are included for no extra fee.
 - Stop paying extra with Netflix® and Redbox®.
 - Get the most for your money with BLOCKBUSTER Movie Pass®.
- Plus the latest games.
 - You can't get that with Netflix®.
- The best in TV meets the best in movies available with DISH Network.
 - Hundreds of TV channels.
 - Live TV everywhere.
 - Award-winning DVR technology.
 - Now teamed with BLOCKBUSTER's extensive movie library.
- Your ultimate entertainment solution at an unbeatable value.
- There's never been a better time to switch to DISH Network.
- Limited time offer—act now!