



NOW  
SAVE  
\$180

Why would you ever pay more for TV?

**TERMS AND CONDITIONS**

**CREDIT FOR 12 MONTHS**

Requires 24-month commitment to Digital Home Advantage. A customer who subscribes to qualifying programming will receive a credit for each of the first 12 months as follows: \$15 per month with America's Top 120, America's Top 120 Plus, America's Top 200 or America's Top 250; \$10 per month with DishLATINO Clásico, DishLATINO Doo or DishLATINO Max. Customer must maintain qualifying programming to receive all credits. Customer will forfeit credit in the case of a downgrade from qualifying programming or service disconnection prior to 12 months of credits. Maximum number of months with credits is 12.

**3 FREE MONTHS OF HBO AND SHOWTIME PACKAGES**

Requires 24-month commitment to Digital Home Advantage. A customer who subscribes to qualifying programming (a minimum of America's Top 120, DishLATINO Clásico or a qualifying International package) plus qualifying premium movie packages will receive a credit equal to the monthly cost of the movie packages for each of the first 3 months. After 3 months, movie package programming will continue to be billed at three-current price unless customer elects to downgrade. If customer downgrades within 30 days of end of 3-month period there will not be a Change of Service Fee for this downgrade.

**DIGITAL HOME ADVANTAGE**

ALL EQUIPMENT REMAINS THE PROPERTY OF DISH NETWORK AT ALL TIMES AND MUST BE RETURNED TO DISH NETWORK WITHIN THIRTY DAYS OF ACCOUNT DEACTIVATION OR CUSTOMER MUST PAY AN UNRETURNED EQUIPMENT FEE RANGING FROM \$100 TO \$400 PER RECEIVER. Customer pays a \$99 Activation Fee. The \$99 Activation Fee will be waived for a customer who agrees to a 24-month commitment. If qualifying service is terminated prior to end of 24 months, a cancellation fee equal to the lesser of \$420 or \$17.00 per month for each cancelled month of service will apply. Customer will be required to pay a lease upgrade for select receivers, based on model and number of receivers. The lease upgrade fees are not deposits and are non-refundable. Offer requires qualifying programming purchase. Customer must provide Social Security Number (or the last 4 digits of the Social Security Number) and a valid major credit card. Participation is subject to credit approval. Customer will be charged a monthly equipment rental fee for each receiver beyond the first, based on model of receiver. Participating retailers may require additional terms and conditions. The first DISH Network bill covers the first two months of service. All future bills will be for one month of service. With 24-month commitment, customer will receive the Service Plan at no cost for the first 6 months. At the end of the 6-month period, customer must call DISH Network to cancel Service Plan or a \$9.00 monthly charge will apply for the remainder. There will not be a Change of Service Fee for this downgrade.

Digital Home Advantage offer is available from DISH Network and participating retailers for new, first-time DISH Network residential customers (only 1 per household) in the continental United States through 5/31/10. All prices, packages and programming subject to change without notice. Number of channels may decline. Local and state sales taxes may apply. Where applicable, monthly equipment rental fee and programming are taxed separately. Activation Fee is completely non-refundable once the system is activated. The Digital Home Advantage includes a satellite TV system with an eligible configuration of up to 6 tuners, Standard Professional Installation and choice of qualifying programming. For this offer, Standard Professional Installation includes typical installation of one single-dish antenna configuration, typical hook-up of up to 6 tuners to up to 6 TVs and equipment testing. More complex installations may require additional fees; other installation restrictions apply. Prices valid at time of activation only; additional fees will apply to upgrade after installation. No more than 6 leased tuners per account are permitted. No more than 3 leased receivers per account are permitted. Any unreturned equipment fees will automatically be charged to the customer's DISH Network account or the customer's credit or debit card provided to DISH Network. DISH Network shall determine eligibility for this offer in its sole and absolute discretion. Programming and other services provided are subject to the terms and conditions of the promotional agreement and Residential Customer Agreement, available at [www.dishnetwork.com](http://www.dishnetwork.com) or upon request. See complete warranty information at [www.dishnetwork.com](http://www.dishnetwork.com) for full terms and conditions. FOX Sports Networks, ESPN, and ESPN2 programming subject to change and blackout restrictions, and is licensed separately for residential and commercial use. See the DISH Network Digital Home Advantage Customer Agreement for complete details. All service marks and trademarks belong to their respective owners. ©2010, DISH Network L.L.C. All rights reserved. Fastest growing TV provider claim based on 2009 3rd quarter net subscriber additions comparing DISH Network, DIRECTV and major cable companies.

HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. SHOWTIME and related marks are trademarks of Showtime Networks Inc., a CBS company. Starz® and related channels and service marks are the property of Starz Entertainment, LLC. ESPN GamePlan, NHL Center Ice, NBA League Pass and ESPN Full Court automatically continue at a special renewal rate each year provided DISH Network carries this service, unless customer calls to cancel prior to the start of the season. ESPN GamePlan, NHL Center Ice, NBA League Pass, ESPN Full Court and MLS Direct Kick are non-refundable, non-pro-rata and non-transferable once the season begins. Games subject to local blackout. NHL, the NHL Shield and Center Ice name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © NHL 2010. All Rights Reserved. NBA, the NBA logo and team identifications are the exclusive property of NBA Properties, Inc. All Rights Reserved. © 2010 MLS™ All Rights Reserved. Twilight: ©2009 Summit Entertainment, LLC. All Rights Reserved. The Twilight Saga. New Moon ©2010 Summit Entertainment, LLC. All Rights Reserved. Cloudy with a Chance of Meatballs. ©2009 Columbia Pictures Industries, Inc. All Rights Reserved. The Ugly Truth © Columbia. iPhone is a registered trademark of Apple, Inc.

See inside for details



\$**24**<sup>99</sup><sub>mo</sub>  
for 12 months (with Agreement)

**SAVE**  
**\$180**

in your first year with  
DISH Network

**LOCK IN**  
**YOUR SAVINGS**  
**FOR A YEAR**



**DISH Network Gets the Lowest  
Number of Consumer Complaints  
in the Cable and Satellite Industry.**

According to the 2009 American Customer Satisfaction Index (ACSI) survey results for the  
Cable/Satellite TV industry.

Over **120**  
**Top Channels**  
Including local channels

Plus:

**FREE**  
**HBO® & SHOWTIME®**

8 channels

10 channels

For 3 months (with Agreement)

**FREE**  
Service on Second TV

**FREE**  
DVR Upgrade  
(\$6.00/mo DVR Service fee applies)

**FREE**  
Standard Professional  
Installation in up to 6 Rooms

# IT'S SIMPLE.

Pick a package and add HD.

## America's Top 120 Over 120 favorite channels

A&E  
ABC Family  
Angel One  
Angel Two  
Cartoon Network <sup>SAP</sup> (E & W)  
CCTV-9  
CCTV-E  
CMT  
CNBC  
CNN  
Comedy Central  
C-SPAN  
C-SPAN2

Daystar  
Discovery Channel  
DishCD - over 30 music channels  
DishHOME Interactive TV  
Disney Channel (E & W)  
Documentary Channel  
E! Entertainment Television  
ESPN  
ESPN2  
ESPNEWS  
ESPNU  
Food Network  
FOX News Channel

Headline News  
HGTV  
History  
HorseRacing TV  
HSN  
ION  
Lifetime  
MTV  
MTV2  
Nickelodeon/Nick at Nite (E & W)  
QVC  
ReelzChannel  
Spike TV

Syfy  
TBS <sup>SAP</sup>  
TLC  
TNT <sup>SAP</sup>  
Travel Channel  
TV Games Network  
TV Guide Network  
TV Land  
USA  
VH1  
Weather Channel

12-MONTH SPECIAL

**\$24.99/mo**

Reg. Price \$39.99/mo

Plus Public Interest  
and Shopping Channels

## America's Top 200 Over 220 favorite channels

A&E  
ABC Family  
• AMC  
Angel One  
Angel Two  
• Animal Planet  
• BBC America  
• BET  
• Big Ten Network <sup>1</sup>  
• Bravo  
• Cartoon Network <sup>SAP</sup> (E & W)  
• CBS College Sports  
CCTV-9  
CCTV-E  
CMT  
CNBC  
CNN  
Comedy Central  
C-SPAN  
C-SPAN2  
• Current TV  
Daystar  
Discovery Channel

• Discovery Health  
DishCD - over 30 music channels  
DishHOME Interactive TV  
Disney Channel (E & W)  
• Disney XD <sup>SAP</sup>  
Documentary Channel  
E! Entertainment Television  
ESPN  
• ESPN Classic  
ESPN2  
ESPNEWS  
ESPNU  
Food Network  
FOX News Channel  
• Fuse  
• FX <sup>SAP</sup>  
• G4  
• Galavisión  
• Golf Channel  
• GSN  
• Hallmark Channel  
Headline News  
HGTV

History  
HorseRacing TV  
HSN  
• Independent Film Channel (IFC)  
ION  
Lifetime  
• Lifetime Movie Network  
• Local Sports Network(s)  
• msnbc  
MTV  
MTV2  
• NBA TV  
• NFL Network  
• NHL Network  
• Nick Jr  
Nickelodeon/Nick at Nite (E & W)  
• Ovation  
• Oxygen  
QVC  
ReelzChannel  
• RFD-TV  
• Si TV  
• SIRIUS - over 60 music channels

• SOAPnet  
• SPEED  
Spike TV  
Syfy  
TBS <sup>SAP</sup>  
• TeenNick  
• TeleFutura  
TLC  
TNT <sup>SAP</sup>  
Travel Channel  
• truTV  
• Turner Classic Movies  
TV Games Network  
TV Guide Network  
TV Land  
• Univision (E & W)  
USA  
VH1  
• WE: Women's Entertainment  
Weather Channel  
• WGN America

12-MONTH SPECIAL

**\$37.99/mo**

Reg. Price \$52.99/mo

Plus Public Interest  
and Shopping Channels

• Channels added to America's Top 120

## America's Top 250 Over 260 favorite channels

A&E  
ABC Family  
AMC  
Angel One  
Angel Two  
Animal Planet  
BBC America  
BET  
Big Ten Network <sup>1</sup>  
• Biography Channel  
• Bloomberg Television  
• Boomerang <sup>SAP</sup>  
Bravo  
Cartoon Network <sup>SAP</sup> (E & W)  
CBS College Sports  
CCTV-9  
CCTV-E  
• Chiller  
CMT  
CNBC  
• CNBC World  
CNN  
Comedy Central  
C-SPAN  
C-SPAN2  
Current TV  
Daystar  
Discovery Channel  
Discovery Health  
• Discovery Kids

Disney Channel (E & W)  
Disney XD <sup>SAP</sup>  
• DIY  
Documentary Channel  
E! Entertainment Television  
• Encore <sup>SAP</sup> (W)  
• Encore Action  
• Encore Drama  
• Encore Love  
• Encore Mystery  
• Encore Wam  
• Encore Westerns  
ESPN  
ESPN Classic  
ESPN2  
ESPNEWS  
ESPNU  
• FLN  
Food Network  
• Fox Business Network  
• Fox Movie Channel  
FOX News Channel  
• Fox Reality  
• Fox Soccer Channel  
• FUEL TV  
Fu <sup>SAP</sup>  
FX <sup>SAP</sup>  
G4  
Galavisión  
Golf Channel

Hallmark Channel  
• Hallmark Movie Channel  
Headline News  
HGTV  
History  
• History International  
HorseRacing TV  
HSN  
Independent Film Channel (IFC)  
• Investigation Discovery  
ION  
Lifetime  
Lifetime Movie Network  
Local Sports Network(s)  
• Military Channel  
msnbc  
MTV  
MTV2  
• mun2  
• National Geographic Channel  
NBA TV  
NFL Network  
NHL Network  
Nick Jr  
Nickelodeon/Nick at Nite (E & W)  
• Nicktoons Network  
• Outdoor Channel  
Ovation  
Oxygen  
QVC  
ReelzChannel  
• RFD-TV  
Si TV  
SIRIUS - over 60 music channels

RFD-TV  
• Science Channel  
Si TV  
SIRIUS - over 60 music channels  
• Sleuth  
SOAPnet  
SPEED  
Spike TV  
• Style  
Syfy  
TBS <sup>SAP</sup>  
TeenNick  
TeleFutura  
• Tennis Channel  
• The Movie Channel <sup>SAP</sup> (W)  
• The Movie Channel Xtra <sup>SAP</sup> (W)  
TLC  
TNT <sup>SAP</sup>  
Travel Channel  
truTV  
Turner Classic Movies  
TV Games Network  
TV Guide Network  
TV Land  
Univision (E & W)  
USA  
• Veria  
• Versus  
VH1  
• VH1 Classic

12-MONTH SPECIAL

**\$47.99/mo**

Reg. Price \$62.99/mo

Plus Public Interest  
and Shopping Channels

# THE MOST HD IN THE BUSINESS

Verified by independent third-party research.

## Add over 65 HD channels for only \$10/mo

A&E HD	ESPN HD	Nickelodeon (E) HD
ABC Family HD	ESPN2 HD	Palladia HD
Cartoon Network (E) HD	ESPNEWS HD	Spike TV HD
CMT HD	Food Network HD	Syfy HD
CNBC HD	FOX News Channel HD	TBS HD
CNN HD	HD Theater	TLC HD
Comedy Central HD	HDNet	TNT HD
Discovery Channel HD	HGTV HD	Travel Channel HD
DISH Network HD PPV*	History HD	USA HD
DISH Network HD VOD*	Lifetime HD	VH1 HD
Disney Channel (E) HD	MTV HD	Weather Channel HD

## Add over 80 HD channels for only \$10/mo

A&E HD	Food Network HD	Syfy HD
ABC Family HD	FOX News Channel HD	TBS HD
• Animal Planet HD	• FX HD	TLC HD
• BET HD	• Golf Channel HD	TNT HD
• Big Ten Network HD <sup>1</sup>	• HD Theater	Travel Channel HD
• Bravo HD	• HDNet	USA HD
• Cartoon Network (E) HD	• HGTV HD	VH1 HD
• CBS College Sports HD	• History HD	Weather Channel HD
• CMT HD	• Lifetime HD	• WGN America HD
• CNBC HD	• Lifetime Movie Network HD	
• CNN HD	• msnbc HD	
• Comedy Central HD	• MTV HD	
• Discovery Channel HD	• NBA TV HD	
• DISH Network HD PPV*	• NFL Network HD	
• DISH Network HD VOD*	• NHL Network HD	
• Disney Channel (E) HD	• Nickelodeon (E) HD	
• Disney XD HD	• Palladia HD	
• ESPN HD	• SPEED HD	
• ESPN2 HD	• Spike TV HD	
• ESPNEWS HD		

• Channels added to package above

## Add over 90 HD channels for only \$10/mo

A&E HD	ESPNEWS HD	NHL Network HD
ABC Family HD	Food Network HD	Nickelodeon (E) HD
Animal Planet HD	• Fox Business Network HD	Palladia HD
BET HD	• FOX News Channel HD	• Planet Green HD
Big Ten Network HD <sup>1</sup>	• FX HD	• Science Channel HD
• Biography Channel HD	• Golf Channel HD	SPEED HD
• Bravo HD	• Hallmark Movie Channel HD	Spike TV HD
• Cartoon Network (E) HD	• HD Theater	Syfy HD
• CBS College Sports HD	• HDNet	TBS HD
• CMT HD	• HGTV HD	• Tennis Channel HD
• CNBC HD	• History HD	TLC HD
• CNN HD	• Lifetime HD	TNT HD
• Comedy Central HD	• Lifetime Movie Network HD	Travel Channel HD
• Discovery Channel HD	• msnbc HD	USA HD
• DISH Network HD PPV*	• MTV HD	• Versus HD
• DISH Network HD VOD*	• National Geographic Channel HD	VH1 HD
• Disney Channel (E) HD	• NBA TV HD	Weather Channel HD
• Disney XD HD	• NFL Network HD	WGN America HD
• Encore (E) HD		
• ESPN HD		
• ESPN2 HD		

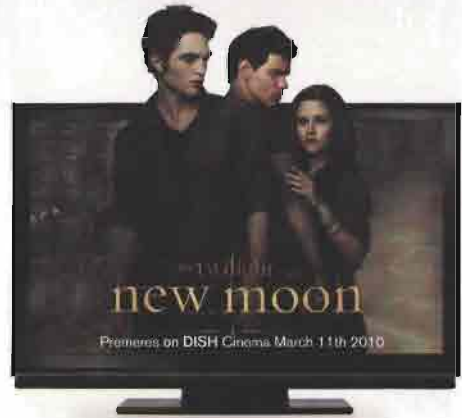
• Channels added to package above

### PlatinumHD

Available with any HD package above

### SPECIAL BONUS

Req. Price \$10/mo



ONLY with DISH Network

The most HD channels available.

The most local HD channels nationwide.

The highest quality HD picture with 1080p Video On Demand.

FREE connection on up to 3 HD TVs.

## THE LEADER IN DVR

Upgrade to the best DVR or HD DVR for FREE

ONLY with DISH Network

Double Your DVR Power - Free

DISH Network is the only provider to offer you an award-winning DVR with **multi-room view**, an exclusive technology that allows you to record a show in one room and watch it in another.



- Manage your DVR with DISH Remote Access from your computer or iPhone™.
- Fly through recorded commercials with our 30-second skip button.
- Speed through channel listings up to 2 times faster than DIRECTV.\*



# LATINO PROGRAMMING

The Best Value in Spanish Programming.  
Over 230 channels delivered in 100% digital quality.

SAVE  
**\$120**  
on DishLATINO programming

All DishLATINO packages include local channels



## DishLATINO Clásico

Over 105 channels, including 41 Spanish-language channels

12-MONTH SPECIAL  
**\$19.99/mo**  
Reg. Price \$29.99/mo

Azteca America  
Bandamax  
CBeebies  
Cine Latino  
CNN en Español  
De Pelicula  
De Pelicula Clásico  
Discovery en Español  
DishCD - over 30 music channels  
Disney XD <sup>SAP</sup>  
ESPN Deportes  
Fox Sports Español  
Galavisión  
History en Español  
HTV  
Latin Music - 6 channels  
MTV Tr3s  
mun2

Pasiones  
Playboy en Español  
SUR  
TeleAmazonas  
TeleFórmula  
TeleFutura  
Telehit  
Telemundo (E)  
Telemundo (W)  
Televisión Dominicana  
TV Colombia  
TVEI  
Univisión (E)  
Univisión (W)  
Utilísima  
V-ME

Plus Public Interest and Shopping Channels

Add DishLATINO Bonus Pack to any America's Top package for just \$13.99/mo!

## DishLATINO Dos

Over 200 channels

12-MONTH SPECIAL  
**\$29.99/mo**  
Reg. Price \$39.99/mo

A&E  
AMC  
Animal Planet  
Boomerang <sup>SAP</sup>  
Bravo  
CNN  
Cartoon Network <sup>SAP</sup>  
(E & W)  
Comedy Central  
Discovery  
Discovery Kids  
Food Network  
Fox Soccer  
FX <sup>SAP</sup>

Headline News  
HGTV  
HorseRacing TV  
Independent Film Channel  
ION  
Lifetime  
MTV  
MTV2  
National Geographic Channel  
Nickelodeon/  
Nick at Nite (E & W)  
QVC  
Local Sports Network(s)

Si TV  
Spike TV  
Syfy  
TBS <sup>SAP</sup>  
TLC  
TNT  
TVG  
TV Guide Network  
USA Network  
Weather Channel  
WE: Women's  
Entertainment  
SIRIUS Music  
- over 60 music channels

## DishLATINO Max

Over 230 channels

12-MONTH SPECIAL  
**\$42.99/mo**  
Reg. Price \$62.99/mo

ABC Family  
BBC America  
CMT  
CNBC  
CNBC World  
Discovery Health  
DISH Music  
- 18 music channels  
Disney (E & W)  
DIY

E! Entertainment Television  
ESPN  
ESPN2  
ESPNEWS  
Fox Movie Channel  
Hallmark Channel  
History Channel  
ReelzChannel  
SPEED  
The Movie Channel <sup>SAP</sup> (W)

The Movie Channel  
Xtra <sup>SAP</sup> (W)  
Travel Channel  
TV Land  
VH1  
WGN America

Add HD to DishLATINO Max for \$10/mo!

Local channels available to 97% of U.S. households. To find out if you are eligible, ask your Authorized DISH Network Retailer.

<sup>SAP</sup> = Free Spanish audio feed.

Customers who subscribe to DishLATINO Clásico must request access to Public Interest channels.

All prices, packages and programming subject to change without notice. Programming payments are non-refundable.

# DishINTERNATIONAL

The World Broadcasts. We Deliver.

Over 170 channels in 28 languages, delivered in 100% digital quality.

## ARABIC - ARABIC ELITE SUPER PACK

**\$49.99/mo**

Abu Dhabi  
Al Arabiya  
Al Jazeera  
Al Zikr  
ART America  
ART Movies  
ART Music

ART Sports Prime  
BBC Arabic  
Dream 2  
Dubai Satellite Channel  
Dubai Sports  
ESC-1  
Future TV

Hekayat  
LBC  
MBC  
NBN  
New TV  
Nile Drama  
euronews

## BRAZILIAN - BRAZIL ELITE PACK

**\$44.99/mo**

TV Globo  
Record International

PFC  
RBTi

euronews

## CHINESE - GREAT WALL TV PACKAGE

**\$32.99/mo**

An Hui TV  
ATV Home Channel  
(America)  
BTU  
CCTV-4  
CCTV-9  
CCTV-E  
CCTV-Entertainment

CCTV-Opera  
Chong Qing International  
CMC  
CYRTV  
Dragon TV  
Fujian Straits TV  
TVS  
HTVJiangsu International

Pacvia TV  
Phoenix Infonews  
Phoenix N. America  
Chinese Channel  
Sen Zhen Satellite TV  
Xiamen TV  
Zhejiang TV

## GREEK - GREEK ELITE PACK

**\$34.99/mo**

Antenna GOLD  
Antenna Radio  
Antenna Satellite  
BLUE

Rythmos Radio  
SuperSport FM  
ERT  
ERA-5

ERA-Sport  
NET 105.8

## HINDI - HINDI MEGA PACK

**\$59.99/mo**

AAJ Tak  
B4U Music  
B4U Movies  
Headlines Today  
NDTV Imagine  
Radio City 91.1

SAB TV  
Sahara One  
Sahara Samay  
SET  
SET Max  
Star India One

Star India Plus  
TV Asia  
Zee TV  
Zee Cinema

## HINDI - HINDI SUPER PACK

**\$44.99/mo**

Sahara One  
SET

STAR India Plus  
STAR India One

TV Asia  
Zee TV

## URDU - PAK MEGA PACK

**\$44.99/mo**

AAG TV  
ARY Digital  
ARY One World

DAWN News  
GEO TV  
GEO News

Indus Vision  
Indus Music  
PTV

The Musik  
TVONE

## POLISH - POLISH SUPER PACK

**\$39.99/mo**

itvn  
Kino Europa

Polsat 2  
TVN 24

euronews

## RUSSIAN - RUSSIAN MEGA PACK

**\$34.99/mo**

CTC  
Inter+  
NTV America

Russian Extreme  
Sports  
TV Center International

TV1000 Russian Kino  
euronews

## TAIWANESE - TAIWANESE MEGA PACK

**\$39.99/mo**

Channel (V)  
CTS  
CTV  
ET China  
ET Drama  
ET Global

ET News  
Formosa TV  
iCABLE  
Jet TV International  
SETI  
Sky Link 2

Sky Link TV  
Star Chinese Channel  
Star Chinese Movies 2  
TTV  
YOYO TV

Add Local Channels to any package above for \$5/mo.

Ask about other qualifying packages and offers.

For more information, ask your Authorized DISH Network Retailer.