



\$ **24**⁹⁹/_{mo}



FOR 12 MONTHS (with Agreement)
**FOR OVER 120
 TOP CHANNELS**
 INCLUDING LOCAL CHANNELS
 (where available)

Plus:

FREE **HBO** & **SHOWTIME**
 FOR 3 MONTHS 8 CHANNELS 10 CHANNELS

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

FREE ACTIVATION
 (\$99 Value)

LIMITED TIME OFFER!
 Requires Agreement.

Why would you ever pay more for TV?

Why We Cost Less DISH Network: Sensible TV For Sensible People

30 million viewers – and counting.



There's a reason why DISH Network attracts over 30 million viewers. We're the industry player with award-winning technology.

Our systems are easy to understand and operate; our signal has 99.9% reliability. This advanced technology is easily accessible to all customers – there is no equipment to buy and we feature the lowest everyday prices in the industry. Innovation, accessibility and value: these are the facts behind our success.

How our low cost is your high quality DISH Network is, and always has been, based on two core principles – customer value and engineering ingenuity. To keep costs down, we design and build our own award-winning receivers, and make them available to you with no equipment to buy. Our executives fight legendary battles with programmers in an effort to secure the lowest possible 'carriage fees,' the fees DISH Network has to pay for the channels it offers. This way, we pay less and you pay less, while still getting the highest quality entertainment and technology.

Easy to bring home, easy to use. One phone call is all it takes to get DISH Network. We'll match you with the equipment and programming to fit your needs. A local DISH Network Authorized Retailer will install the system and teach you how to use it. You'll be comfortable with your system and the remote control in no time: both are designed to be simple and easy to understand and operate. You'll find additional support in our Welcome Center, an exclusive 24-hour-a-day, 7-day-a-week service created especially to meet the needs of new customers. Our customer care shows: DISH Network gets the lowest number of consumer complaints in the industry according to the latest American Customer Satisfaction Index*. To familiarize yourself



with DISH Network, start with the integrated Electronic Program Guide, the easiest to use in

the TV industry. The EPG lists what's on now – and up to two weeks in advance. With the built-in DVR, you can record, create instant replays or pause any show - even live sporting events. These innovations ensure you'll enjoy the easiest, most satisfying user experience in the business.

Industry leader in HD technology DISH Network leads the way in HD just as it's led in other technological breakthroughs. We have the best, most advanced HD DVR receiver, winner of prestigious industry awards, from CNET's Editor's Choice Award to PC Magazine Editor's Choice for Best DVR. We offer the largest hard drives in the business and our 1080p HD technology provides the best picture available anywhere. And our DISH Remote Access is the industry's most comprehensive remote DVR manager, letting you set timers and delete or save your DVR recordings from a computer or your iPhone™. So if you want the best in HD, you need DISH Network.



Industry leader in HD programming

No one offers more HD than DISH Network. You can enjoy this state-of-the-art format added to your standard-definition channels. And since great TV means different things to different people, DISH Network also offers an extensive Latino line-up, the largest selection of International channels and thousands of video-on-demand options. The programming packages are affordable and comprehensive.

Our America's Top 200 package features over 120 top-rated channels including



America's Top 200, our most popular package, has all the channels in the AT-120 package plus your local sports networks, for a total of over 220 channels like



The movie-filled America's Top 250 has everything in the AT-200 package plus many engaging specialty channels such as



Of course there's also the behemoth "Everything" Pak, which is self-explanatory, and other options to customize your experience – but you get the idea. We pretty much have it all.

#1 Choice in TV You have a choice in TV, but if you want TV that is reasonably priced as well as reliable and exciting, there is only one choice,

WHY WOULD YOU EVER PAY MORE FOR TV?

	dish DIRECTV	
Lowest All-Digital Prices Nationwide	Yes	No
Connect up to 3 HDTVs Free	Yes	No
Most HD Channels	Yes	No
Award-Winning DVR Technology	Yes	No

For more information visit: dishbeatsdirectv.com

and that's DISH Network. Enjoy it all for as low as \$39.99/mo for our America's Top 120 package with over 120 channels and your local channels, available in over 175 markets. To give you even more value, right now you can get that same package for just \$24.99/mo for twelve months (with Agreement). And with DISH Network – unlike our competition – once the promotional period is over, you're still getting the lowest everyday price for that many channels.

So call us today, let's talk TV.
 We're DISH Network
 and we cost less.

Why Would You Ever Pay More For TV?

Video Kingdom

(785) 332-3207



*According to the 2009 American Customer Satisfaction Index (ACSI) survey results for the Cable/Satellite TV industry. Digital Home Advantage offer requires 24-month commitment and credit qualification. If service is terminated before the end of commitment, a cancellation fee of \$17.50/month remaining will apply. Programming credits will apply during the first 12 months. Monthly fees may apply based on type and number of receivers. All prices, packages and programming subject to change without notice. Local channels only available in certain areas. Additional restrictions and fees may apply. Offer ends 5/31/10. First-time DISH Network customers only. HD programming requires HD receiver and HD television (sold separately). HBO/Showtime: Programming credits will apply during the first 3 months. Customer must downgrade or then-current price will apply. HBO® 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. DIRECTV is a trademark of DIRECTV, Inc. iPhone is a trademark of Apple, Inc.