

IT **PAYS** TO ADD **SHOWTIME**

Receive up to **\$7/UNIT** for launching or **\$5/UNIT** for renewing a SHOWTIME® bulk subscription!

See back for details.

SHOWTIME ORIGINALS



"RIVETING..."
Newsweek



"DON'T MISS IT."
TV Guide



"SHAMELESS FUN."
New York Daily News



"MASTERPIECE"
Chicago Sun-Times

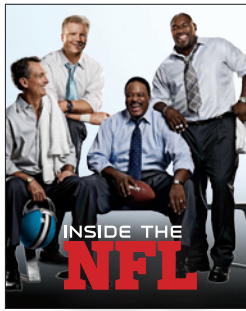


"RIOUSLY FUNNY..."
USA Today

HOLLYWOOD HITS



SHOWTIME SPORTS®



AMERICA'S FASTEST GROWING PREMIUM NETWORK*



For incentive details, plus episodes of Showtime Original Series and marketing and sales tools visit: sho.com/lodging

Scan this code with your smartphone to watch a SHOWTIME® Sales Video!

SHOWTIME® 2012 DIRECT-TO-PROPERTY INCENTIVE

In 2012, receive up to

**\$7.00 PER ROOM/UNIT TO LAUNCH SHOWTIME OR
\$5.00 PER ROOM/UNIT TO RENEW SHOWTIME**

This is a special offer available from Showtime Networks Inc. ("SNI") for all properties (e.g. hotels, motels, timeshares, hospitals, university dorm rooms, apartments, condos, homeowner associations, etc.) that launch or renew SHOWTIME® on a bulk basis between January 1, 2012 and December 31, 2012. This offer is based on a fully executed and binding contract with an authorized distributor. Such contract requires 100% of a property's rooms and/or housing units to launch or renew SHOWTIME and to carry it for the entire term for which the property is applying for support. Listed below is the support available, based on the launch or renewal of SHOWTIME on a bulk-billed basis:

LAUNCH SHOWTIME

- With a three- or four-year commitment, property will be eligible for one-time launch support of \$5.00 per room/unit OR;
- With a five-year or longer commitment, property will be eligible for one-time launch support of \$7.00 per room/unit.

RENEW SHOWTIME

- With a three-year or longer commitment, property will be eligible for one-time renewal support of \$5.00 per room/unit.

TO RECEIVE PAYMENT: Complete the form below. For questions, please call (770) 698-6929.

- Launch or renew – and carry – SHOWTIME for the entire term for which property is applying for support.
- Attach a copy of the executed contract with authorized distributor, which must clearly state: property name, address, city, state, zip code, number of rooms launching or renewing SHOWTIME as part of the property's entertainment package for a minimum carriage term of three years. SHOWTIME must be specifically mentioned in the agreement.
- Allow 8–10 weeks for delivery of check (subject to verification of applicable information).
- Mail form and attachments to: **Debbie Breiner, SHOWTIME NETWORKS INC., 980 Hammond Drive, Suite 725, Atlanta, GA 30328**

Property Name: _____			
Address: _____			
City, State, Zip: _____			
Property Mgmt Co.: _____			
Property Contact: _____	Title: _____	Email Address: _____	
Phone #: _____	Fax #: _____	FED Tax ID#: _____	
Tax Reporting / Business Name: _____	<input type="checkbox"/> Corporation	<input type="checkbox"/> LLC	<input type="checkbox"/> LLP <input type="checkbox"/> LP
SHOWTIME Launch or Renewal Date: _____		SHOWTIME Expiration Date: _____	
SHOWTIME Distributor: _____		Distributor Contact / Phone #: _____	
Launched Number of Rooms/Units: _____	x \$5.00 (for a 3-year contract) = \$ _____	Total Support	
Launched Number of Rooms/Units: _____	x \$7.00 (for a 5-year contract) = \$ _____	Total Support	
Renewed Number of Rooms/Units: _____	x \$5.00 (for a 3-year contract) = \$ _____	Total Support	

Restrictions & Conditions:

- Form and contract must be received by SNI by January 11, 2013 for processing; faxes will not be accepted.
- SHOWTIME must be installed or renewed, and offered on a bulk basis on or after January 1, 2012 and before December 31, 2012 to be eligible for this one time launch / renewal incentive. SNI reserves the right to discontinue this incentive at any time by notice posted on sho.com/lodging.
- For launch support, property cannot have carried SHOWTIME at any time during the 90-day period immediately preceding January 1, 2012.
- SNI reserves the right to determine property eligibility for launch or renewal support.
- Property is only eligible for one SNI support incentive.
- Hotels and Motels must make SHOWTIME available on a free-to-the-guest basis.
- In the event property does not continue to carry SHOWTIME throughout the pertinent term above, then property will reimburse SNI all of the launch or renewal support dollars property received.
- Submission of this form constitutes agreement to all terms, restrictions, and conditions.

PLEASE REVIEW ALL INFORMATION AND SIGN BELOW WHICH ACKNOWLEDGES YOUR UNDERSTANDING OF THE TERMS AND CONDITIONS OF THE PROGRAM AND CERTIFIES THE INFORMATION YOU PROVIDED AS FACTUAL.

Property Contact

Signature _____

Date _____