

STUDENTS EVERYWHERE ARE DEMANDING SHOWTIME®

"Showtime has a great line-up of shows that I can never watch! ADD SHOWTIME!"

- Jared V.,
» University of Massachusetts

"SHOWTIME would be a wonderful addition to the campus line-up."

- Liz M.,
» Western Kentucky University

"All of my favorite shows... are on SHOWTIME, and I'd love to access them at school!!"

- Jaclyn M.,
» University of Southern California

"SHOWTIME has some of the best shows on television! Everyone watches them..."

- Gabriela G.,
» Hunter College, CUNY

"...I would gladly choose SHOWTIME over another premium channel any day."

- Maegan M.,
» University of New Hampshire

"Provides excellent movies for entertainment, the hottest TV shows and educational documentaries."

- Rob K.,
» Miami University

Television's Hottest Original Series, Hit Movies & Sports – Uncut and Commercial Free!



DEXTER®



WEEDS



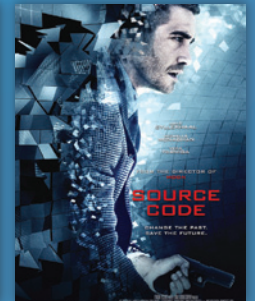
HOMELAND



INSIDE THE NFL



THE KING'S SPEECH



SOURCE CODE

IT PAYS TO ADD SHOWTIME® ON CAMPUS

Universities can earn up to **\$7.00/dorm room** to add SHOWTIME® in bulk

or up to **\$5.00/dorm room** to renew. (See back for details.)

SHOWTIME®
BRACE YOURSELF

SCAN CODE
WITH YOUR SMARTPHONE
TO SEE WHAT ELSE
STUDENTS ARE SAYING
ABOUT SHOWTIME!



For incentive details, plus episodes of SHOWTIME® Original Series and marketing & sales tools, visit: sho.com/university

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: _____ Corporation LLC LLP 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 _____