

→ **STUDENTS EVERYWHERE** ARE DEMANDING SHOWTIME® ON CAMPUS

"WITH SO MANY HIT SHOWS, WHAT IS NOT TO LIKE?
WE WANT SHOWTIME!"

- MICHAEL W., INDIANA UNIVERSITY OF PENNSYLVANIA

"IT'S COMMERCIAL FREE AND HAS SOME OF
THE BEST MOVIES AND SERIES, SOMETHING THAT
EVERY STUDENT HERE WOULD LOVE TO BE ABLE TO WATCH!"

- BRITTANY K., ILLINOIS STATE UNIVERSITY

"**I LOVE SHOWTIME,**
SIMPLE AS THAT."

- EMILY R., AMERICAN UNIVERSITY

"**SHOWTIME HAS THE BEST SHOWS EVER.**
IT'S A GOOD WAY TO UNWIND AFTER A TON OF STUDYING."

- TARYN H., UNIVERSITY OF VERMONT

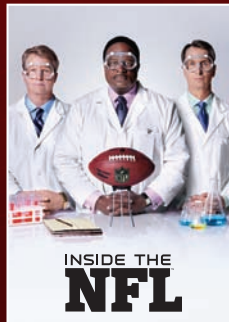
ACCLAIMED ORIGINAL SERIES, HOLLYWOOD HIT MOVIES &
ACTION-PACKED SPORTS - UN CUT AND COMMERCIAL FREE



SHOWTIME® ORIGINAL SERIES



SHOWTIME SPORTS®



HOLLYWOOD HITS ON SHOWTIME®



→ **IT PAYS** TO ADD SHOWTIME® ON CAMPUS!

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

See back for details.

Go to **SHO.COM/UNIVERSITY** or call **1-866-471-SHOW**
to learn more about adding SHOWTIME® on campus!

SHOWTIME
BRACE YOURSELF®

2013 SHOWTIME® DIRECT-TO-PROPERTY INCENTIVE



Your property can receive **CASH**
FOR EVERY UNIT when you launch
or renew SHOWTIME® in 2013!

LAUNCH SHOWTIME®
IN BULK AND YOUR PROPERTY CAN RECEIVE:

\$7.00 PER UNIT

WITH A 5 YEAR OR LONGER
COMMITMENT.

\$5.00 PER UNIT

WITH A 3 OR 4 YEAR COMMITMENT.

RENEW SHOWTIME®
IN BULK AND YOUR PROPERTY CAN RECEIVE:

\$5.00 PER UNIT

WITH A 3 YEAR OR LONGER
COMMITMENT.

PROPERTY NAME

ADDRESS

CITY/STATE/ZIP

PROPERTY MGMT. CO.

PROPERTY CONTACT NAME

CONTACT TITLE

PHONE

EMAIL

FAX

FED TAX ID

TAX REPORTING / BUSINESS NAME

CORPORATION PARTNERSHIP: LLC LLP LP OTHER

SHOWTIME LAUNCH / RENEWAL DATE

SHOWTIME EXPIRATION DATE

SHOWTIME DISTRIBUTOR

SHOWTIME DISTRIBUTOR CONTACT / PHONE

LAUNCHED NUMBER OF UNITS X \$5.00 (3 OR 4 YEAR TERM) = \$

**TOTAL
SUPPORT**

LAUNCHED NUMBER OF UNITS X \$7.00 (5+ YEAR TERM) = \$

**TOTAL
SUPPORT**

RENEWED NUMBER OF UNITS X \$5.00 (3+ YEAR TERM) = \$

**TOTAL
SUPPORT**

I UNDERSTAND ALL TERMS, RESTRICTIONS AND CONDITIONS OF THIS INCENTIVE AND CERTIFY THAT ALL INFORMATION I HAVE PROVIDED IS FACTUAL.

PROPERTY CONTACT SIGNATURE

DATE

TO RECEIVE PAYMENT

Launch or renew SHOWTIME® in bulk between January 1, 2013 and December 31, 2013.

Complete and mail in this form.

Attach a copy of the executed contract with an authorized SHOWTIME® distributor. Contract must include your property's name, address, city, state, zip code, term and number of units launching or renewing SHOWTIME®.

Carry SHOWTIME® for the entire term for which your property is applying for support.

MAIL FORM AND ATTACHMENTS TO:

DEBBIE BREINER
SHOWTIME NETWORKS INC.

980 HAMMOND DRIVE, SUITE 725
ATLANTA, GA 30328

QUESTIONS? CALL
(770) 698-6929

→ **SHO.COM/UNIVERSITY**

RESTRICTIONS & CONDITIONS

- One-time support incentive is available from Showtime Networks Inc. ("SNI") for qualified properties that launch or renew SHOWTIME in bulk between January 1, 2013 and December 31, 2013.
- Qualified properties include hotels, motels, timeshares, hospitals, universities, apartment complexes, condos, homeowner associations and others that launch or renew, and carry, SHOWTIME in 100% of units.
- SNI reserves the right to determine property eligibility.
- Properties are only eligible for one SNI support incentive.
- Payment is based on a fully executed and binding contract with an authorized SHOWTIME distributor that clearly states SHOWTIME is a part of the entertainment package.

- Property must carry SHOWTIME in bulk for the entire term for which property is applying for support, for a minimum of 3 years. If it does not, then the property must reimburse SNI all launch or renewal support dollars received.
- Hotels and motels must make SHOWTIME available on a free-to-the-guest basis.
- SNI reserves the right to discontinue this support 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, 2013.
- Form and contract must be received by SNI by January 10, 2014 for processing.
- All payments will be paid by check. Please allow 8-10 weeks for delivery of check.
- Submission of this form constitutes agreement to all terms, restrictions and conditions.