



2009 Direct-To-Property Incentive

IN 2009, RECEIVE UP TO

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

This is a special offer available from Showtime Networks Inc. 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, 2009 and December 31, 2009. This offer is based on a fully executed and binding contract with an authorized distributor. Such contract requires 100% of your property rooms / housing units to launch or renew SHOWTIME and to carry it for the entire term for which you are applying for support. Listed below is the support available, based on the launch or renewal of SHOWTIME on a bulk-billed basis:

LAUNCH SHOWTIME

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

RENEW SHOWTIME

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

TO RECEIVE YOUR CHECK: Complete the form below. *If you have questions, call (770) 698-6929*

- Launch or renew – and carry – SHOWTIME for the entire term for which you are applying for launch or renewal support.
- Attach a copy of the executed contract with the authorized distributor, which must clearly state: Property name, address, city, state, zip code, number of rooms / housing units 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:	_____
Contact: Phone #	_____	Contact Title:	_____
Fax #:	_____	Email Address:	_____
Fed Tax ID#:	_____	Tax Reporting / Business Name:	_____
SHOWTIME Launch / Renewal Date:	_____	SHOWTIME Expiration Date:	_____
SHOWTIME Distributor:	_____	Distributor Contact / Phone # :	_____
Launched Number of rooms / units:	_____ x	\$5.00 (for a 3-year commitment) = \$	_____ Total Support
Launched Number of rooms / units:	_____ x	\$7.00 (for a 5-year commitment) = \$	_____ Total Support
Renewed Number of rooms / units:	_____ x	\$5.00 (for a 3-year commitment) = \$	_____ Total Support

Restrictions & Conditions:

- Form and contract must be received by Showtime Networks Inc. by January 8, 2010 for processing; faxes will not be accepted.
- SHOWTIME must be installed or renewed, and offered on a bulk basis, on or after January 1, 2009 and before Dec. 31, 2009 to be eligible for this one time launch / renewal incentive.
- For launch support, Property cannot have carried SHOWTIME at any time during the 90-day period immediately preceding 1/1/09.
- Showtime Networks Inc. reserves the right to determine Property eligibility for launch or renewal support.
- Properties are only eligible for one Showtime Networks Inc. 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 Showtime Networks all of the launch or renewal support dollars Property received. In addition, 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.**

Signature _____ Date _____