



2010 DIRECT-TO-PROPERTY INCENTIVE

IN 2010, 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. (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, 2010 and December 31, 2010. 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

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

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: _____ Corporation LLC LLP LP

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 SNI by January 9, 2011 for processing; faxes will not be accepted.
- SHOWTIME must be installed or renewed, and offered on a bulk basis on or after January 1, 2010 and before Dec. 31, 2010 to be eligible for this one time launch / renewal incentive. SNI reserves the right to discontinue this support incentive at any time by notice posted on www.shoinfo.com/lodging.
- For launch support, property cannot have carried SHOWTIME at any time during the 90-day period immediately preceding January 1, 2010.
- SNI reserves the right to determine property eligibility for launch or renewal support.
- Properties are 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. 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.

Property Contact Signature: _____ Date: _____