

Sent: Tuesday, April 15, 2003 2:24 PM

Dropping you an e-mail about the missing 75 Indian games and it's affect on business.
since WJW announced the problem on the fifth I had 6 new jobs immediately cancel. I have had only 1 new customer inquire
and he only wanted Russian prog, I have had a total to date of 18 current customers inquire about the problem and most ask
to how cancel via the DHP.
Have a nice day Get the Tribe games,please

Sent: Tuesday, April 15, 2003 2:14 PM

asked me to email you with a report on the calls that we are receiving concerning the questions/complaints over Dish's decision to only broadcast a portion of the Indians games. I understand that you have received my letter which was written early on after the season started. This morning I polled the staff on the number of calls that we have taken, and we estimate that we have been answering an average of 15 calls per day since April 1, concerning this matter. Some people are unaware of the programming change and are simply wanting to know why they are not receiving the games. Once they receive our answer they are not happy. Many others are strictly calling to complain....some quite strongly...about this decision. Numerous people have indicated that they will either switch to DirecTV or switch back to cable. We are personally unhappy over this decision, but most importantly feel it is having a negative impact on our business and the relationship that they we have with our customers. Additionally Dish is getting MUCH bad press all over northeast Ohio concerning this issue. I am so concerned that I pulled a scheduled ad for next weeks paper promoting the Dishnetwork. Please feel free to contact me, as I am willing to do anything that I can to get this changed!

Sent: Tuesday, April 15, 2003 2:06 PM

Just a few numbers on the Cleveland Indians problem. We have received 7 calls from subs concerning this problem. Of our 1800 subs this means there are probably 25 that are angry but didn't call. These people are upset and rightly so as they expected to watch EVERY game this season. I have 3 subs that ARE going to switch by Thursday this week if this is not resolved. I'm sure there are others that are just calling a Direct TV only dealer to be switched. I have only sold 3 DTV systems in my history but to keep customers (and Baseball fans are extremely loyal to their teams) happy I be forced to sell Direct.

Sent: Tuesday, April 15, 2003 1:33 PM

Please help! Since Dishnet work has decided to only carry 1/2 the Indians games we have been receiving up to 30 calls a day from upset customers who are telling us (IF THEY CAN'T WATCH THE INDIANS THEY WANT US TO PULL THERE SYSTEM) they will go to CABLE or DIRECT (who by the way can and are offering all the games.

at 30 calls a day it won't be long before we have no customers left. Cleveland people LOVE THEIR TEAMS

Sent: Tuesday, April 15, 2003 10:30 AM

HELP CLEVELAND INDIANS I AM GETTING 15 CALL A DAY THAT WANT TO SWITCH TO RCA TWO
CUSTMERS WANT TO SUE ME BECAUSE THEY CANT GET ALL THE GAMES
WAS A DEALER WHAT AM I GOING TO BE WHEN
ALL MY CUSTMARS LEVE DISH

Sent: Friday, April 25, 2003 1:30 PM

>
> I'm writing on behalf of several of my northern Ohio customers in hopes
> their complaints will go to the Ohio Area Representative of DISH
> Network. They have called our office concerned and upset with DISH
> Network's decision to contract with Fox Ohio to show only 75 of the 150
> Cleveland Indians' seasonal games. They have reported getting letters
> from Fox Ohio telling them of DISH Network's decision. I have yet to
> see one of those letters, but one of my customer's who could care less
> about baseball did say she received a letter informing her she would
> only be getting half of the Cleveland Indian Baseball games. Believe
> me, there are very few Cincinnati Reds fans in northern Ohio. They wear
> the colors of their beloved Indians. Needless to say, the letter did
> not tell the customer Fox Ohio wanted significantly more money to
> broadcast all the games which would increase the American Top 100 Package.
>
> Another customer who called is extremely upset because the games where
> the primary reason he went with DISH Network last June. His invalid and
> bed ridden father-in-law who now resides with him, loves the Cleveland
> Indians and looks forward to seeing every game. Though I have not seen
> the letter, it appears there was no discussion between DISH Network and
> Fox to allow the Cleveland area customers a choice, a choice to pay more
> for all of the games or less for half. Those who are calling want to
> change over to DTV whether their contract is up or not. They feel that
> DISH Network did not fulfill their end of the contract and want us to
> take back the equipment. Some have indicated they called DISH Network
> and were given a run around and were treated with unkindness. Because
> of this decision, our company will incur losses. DISH Network will not
> only charge the customer with cancellation fees but will also take away
> our funds.
>
> I do hope this can be resolved soon. These customers feel slighted. I
> especially hope this can be resolved before football season. I have

> hundreds of Brown fans and the Dog Pound can definitely be loud. They
> truly will want to watch all the games available. I'm sure sport fans
> would pay the extra money to get what they want, especially when they're
> willing to change to DTV to get the Baseball Ticket or NFL Ticket.
>
> Question: Can these sports minded customers subscribe to the Fox Sports
> Package and get the other half of the Indian games not shown on Sports
> Ohio? *I myself am not a sports advocate but would think if a team was*
> playing elsewhere, it would be televised from another Fox Sports Network
> location. Customers were surprised I, as a dealer, did not get the
> letter. All I could tell them was this was a corporate decision.
> Please let us know what can be done to ease the minds of our unhappy
> customers. I would appreciate any advice for current resolution or
> future resolutions addressing this problem. Thank you.
>
,

Sent: Thursday, April 17, 2003 3:04 PM

Just a heads up.

I have had several calls from friends and customers in the Cleveland Market we are getting beat up by both DirecTV and cable.

Both running ads about the Indians not on Dish come with them and they will buy the dish or some special promo.

I understand from one caller one station had Charlie on a call and he said that was the first he had heard of it and he would look into it. (From the caller they felt the station was mocking him). One of the previous large Dish dealers

is advertising big time to turn there dish in for a DirecTV to get all the games. Radio announcers are Making fun of Dish to burn there dish and go to cable or DirecTV and be a real Indian fan.....

Any News of change....Anything I can do?

Sent: Wednesday, April 16, 2003 10:50 AM

Got another call last night people wanted to cancel due to not getting the Indians.
What to know steps to cancel gave dish number.

Sent: Tuesday, April 15, 2003 2:58 PM

I am sending this e-mail regarding the situation we have with Fox programming and the Indian's games. We are experiencing a drastic, negative impact on our business. Sales for Dish have become "non-existent"!

We are receiving way too many calls requesting that service be disconnected and can we switch service to Direct TV. To date, we have maintained an excellent retention record - but, I am sorry to say, that is about to change. I am very concerned about this situation and I hope something is being done to rectify it.

We have been monitoring incoming calls and to date we have received 117 of them and this total does not include the calls we received before we started counting.

We of course have recommended to our customers a reasonable "wait time" before disconnecting.

We also have people "on hold" waiting for installations - after they see the outcome of this situation.

This is a touchy one. Please advise us as soon as possible.

Sent: Tuesday, April 15, 2003 4:02 PM

asked me to email you some specific complaints about the Indians Games missing from their programming.

One customer was gone to Texas for about 4 months. He just got back and found out the games were missing from his programming. Obviously he wasn't happy and was going to call Dish Network to find out why.

One installer arrived at a customer home to complete a new connect and customer found out that he could not get all the Indians games and cancelled the whole install. Customer said that was the only way he would get Dish Network installed in his home is if he could get all the games. We could not save the customer.

Installers are going out to customers' homes and hearing it daily that they are upset and ready to cancel over not being able to get all the Indians games. Multiple calls are coming in wondering why they can't get all the games. Our CSRs say the customers are really angry and are threatening to cancel. All we can do is refer them to Dish Network.

I'm a native Californian and it is an amazing phenomenon that people in Ohio love their home teams so much! But they do. Just look at the Cleveland Browns. The fans brought that team back and they are the same fans that love the Indians. They do not give up that easily and will find other avenues to get the games they want. To them, it's the only reason to have paid programming because they only get it for the Indians Games and other sports programs.

I hope this gives you a little insight into what is happening.

Sent: Thursday, March 14, 2002 2:25 PM

Dear

I am not sure just how much Churn you are willing to accept, or at what cost, you decide to carry the YES network. If our customers are any indication, then the churn rates are going to be unacceptable. I am not just talking about new customers, but customers who have been with us for years. It's almost as if we have developed some rare disease, and people cant get away from us fast enough. Of course looking at it from your standpoint.....if the merger goes through, then it's a win, win situation for Dish. We on the other hand loose the commissions on all those customers.....and propably fall into a churn category called "Lepper". I again urge you to do something, sooner rather than later .

Sent: Friday, December 12, 2003 4:34 PM

I would like to address the Philadelphia Comcast situation. As you know the problem of the Comcast Sports Network here in Philadelphia continues to inhibit our ability to bring in sales. We continue to advertise aggressively in the markets throughout the North East and our sales in the Philadelphia market are consistently lower than the other markets. Our inability to provide our customers with Comcast Sports Network drives up the cost of sales and frustrates our sales people. We estimate that 25% of our calls are not converted to sales because of the lack of this channel. Further that does not take into consideration the number of unhappy cable customers who don't respond to our aggressive advertisements because Comcast has told them that they are the only provider who has the channel.

I know that we have spoken about this before, however, can you tell me what the current status on Comcast Sports Network is?

Sincerely

Sent: Friday, December 12, 2003 4:13 PM

6 of 11 disced (in yellow)

Sent: Friday, December 12, 2003 3:36 PM

1.

Full Name:

Account Number:

Question: I am writing to ask if the YES Network is going to be offered.

I see from a letter dated March 29, 2002 from Charlie Ergen, CEO of EchoStar, to Leo Hindery, CEO of the YES Network, that Mr. Ergen was asking for the Dish Network to be able to offer the YES Network. What is the status of Mr. Ergen's request?

In addition, I was under the impression that Hughes Electronics, parent company of DIRECTV, and EchoStar were supposed to merge. Has this merger occurred? My reason for asking is that I see that DIRECTV offers the YES network.

If the Dish Network does not offer or does not plan on offering the YES Network I may have to discontinue my service with your company and take my business to DIRECTV.

I look forward to your response.

Sincerely,

2.

Full Name:

Account Number:

Question: What is going on with the YES network. Now Dish Network is the only NY provider that does not offer the programming. I am ready to cancel my subscription and move to DirectTV if YES is not available soon.

3.

Please let me know the current status.

Full Name:

Account Number:

Question: What are your plans for carrying the YES Network? I have been with Dish Network for years but I will have to switch to Direct TV if you don't carry YES.

4.

Full Name:

Account Number:

Question: We have been customers for just about a year, and we love the service. The choices are great, and I feel we have gotten a good deal.

HOWEVER, being a resident of NJ and a sports fan, you have to get the YES network. Nets, Devils and Yankees are a must. While I don't want to switch to DIRECT TV or God forbid back to cable, YES is that important.

Thanks for listening.

5.

Full Name:

Account Number:

Question: Are you getting the YES network this year.

Cablevision just signed with them and DIRECTV and the other cable systems have it.

I don't want to leave DISH, but I love the Yankees.

Don't tell me about keeping costs down- bla bla bla.

I'm paying for TONS of channels I DONT watch but I have to buy as part of my packages.

6.

Full Name:

Account Number:

Question: Please advise if Yes Network (NY Yankees Baseball) will be added to programming? Dish Network stopped broadcasting Yankee games when MSG lost rights last year and along with Cablevision withdrew from talks with YES Network. Cablevision has agreed to carry YES leaving Dish Network as the only outlet whose customers do not have access to the games. I am unable to obtain any info from your representatives when I telephone and I will consider switching to Direct TV before the baseball season begins should you not provide clarification. Thank you,

7.

Full Name:

Account Number:

Question: Want to know if Dish Network is negotiating with YES (Yankees

Entertainment & Sports) Network to bring YES to the Dish program lineup.

If so, how likely is Dish to get the YES network?

I've been approached by DirecTV to switch and *really don't want to* - except I haven't been able to watch my *favorite team*, New York Yankees, on TV for over a year now. It's *very tempting* to switch.

Except for not having this channel, I've been pretty satisfied with Dish Network to date. However, I do not want to go through another baseball season without being able to watch the Yankees.

Thanks.

8.

Full Name:

Account Number:

Question: Are you planning on offer the Yes Network this year?

I can not wait another year to watch the Yankees, when Direct TV offers the Yes Network.

Let me know so I can know if I should stay with Dish Network or switch to Direct TV

Redacted - For Public Inspection

Regrads

9.

Full Name:

Account Number:

Question: Dear Sirs:

When is Dish Network going to work out a deal to offer the YES Network! I have been waiting to see if a deal has been struck. My contract for a one year commitment is over and I was thinking of switching to DirecTV in order to get the YES Network.

I am willing to wait a little long if I know Dish is working hard to get YES. Are you?

Please take my plea seriously.

Thank you.

10.

Full Name:

Account Number:

Question: When will you be offering the YES network.. I want to see the NY Yankees play. Also what about College Sports TV network?

If you dont plan on getting these channels, then I will be switching to another service when my year comes up. Direct TV offers both of these..

11.

Full Name:

Account Number:

Question: I have been patiently waiting for DISH Network to carry the YES Network. Is there any plans to do so soon now that YES and Cablevision have been able to come to an agreement? Switching to Direct TV is going to be a strong consideration for me if you are not going to offer YES network anytime soon.