

ATTACHMENT 3

Satellite Retailer Requests for TVG to be an included feature

- **"Personally, I've got five kids and I'd trade every receiver in the house I've got to have one with TVGuardian in it."** – Deb Welch, Welch's Satellite, Limestone, NY
- **"I hear complaints about the language and sexual content all the time from customers. This would be a very good sales tool."** – Ron Parish, Sovereign Technology, Malvern, AR
- **"I hear requests for it all the time. I've got several folks I've called on for years who won't subscribe because of the language."** – Kevin Pierce, Outer Limits, Ten Mile, TN
- **"I've been with DISH since Day One and we get a lot of people that are very adverse to some of the language out there that don't order some of the movie packages because of it, such as Cinemax and HBO. If there's a way to block out the bad language then that would enhance sales... This would be a killer application."** – Jay Gaffney, DISH Satellite TV, Salem, OR
- **"DISH should absolutely offer this. I've already spoken to a few customers about it. I have some friends with small kids who could really use this. I think it's a great product."**
– Bently Dye, Flat Rock Communications, LLC, Amarillo, TX
- **"I think it's a great idea, and the customers we have who are requesting this have been adamant about it."** – Brian Hatcher, Shelby Telecomm, Columbiana, AL
- **"This is something DISH should offer—it's good for families, who are the core of our business."** – Prastant Asmera, Alvi Satellite, Duluth, GA
- **"I live in the southern Indiana area, and people here are really sensitive to language. This would definitely be essential to helping our business."**
– Jamin Baxter, Hoosier Satellite, Martinsville, IN
- **"There are more people out there who are concerned about the language than they think."**
– Deb Welch, Welch's Satellite, Limestone, NY
- **"This is a great product, especially for the older folks. I know my own parents would order more movies if they could filter out bad language."**
– Rhonda Lutzke, TDS Telecom, Madison, WI
- **"TVGuardian would definitely appeal to the more mainstream people who have children and want to be sure that nothing slips through."** – Don Nugent, ABC Communications, Adell, IA
- **"We've had TVG for close to two years. It works great... It allows us to use the channels we paid for without having to block whole channels out. [Customers] can use the programming they're paying for without having to worry about objectionable language."**
– Justin Walker, All Digital Connections, Amarillo, TX