EXHIBIT 3

Examples of DirecTV's and Dish Network's Advertising and Marketing Materials

Call NOW 1-855-876-5018 / 24-Hour Installation Available in Most Areas

Zip C

dish

Packages | Features | DishLATINO | Internet | Order DISH

Get DISH in Gainesville, FL

Get DISH TV and the Hopper®
for Less Than...

$2 A DAY FOR 12 MONTHS*

Per day cost based on 12-month promotional pricing for package and a 2-room Hopper equipment installation. All

FREE Hopper with America's Top 120™ or above

Record 6 Shows at the Same Time†

†Feature must be enabled by customer
Monthly DVR and reciever fees apply

Get DISH Now: 1-855-876-5018

SMART PACK	AMERICA'S TOP 120™	AMERICA'S TOP 200™	AMERICA'S TOP 250™	AMERICA'S EVERYTHING™
$19.99/MO FOR 12 MONTHS*	$29.99/MO FOR 12 MONTHS*	$39.99/MO FOR 12 MONTHS*	$44.99/MO FOR 12 MONTHS*	$89.99/MO FOR 12 MONTHS*
55+ CHANNELS	190+ CHANNELS	235+ CHANNELS	290+ CHANNELS	320+ CHANNELS
LEARN MORE ➤	LEARN MORE ➤	LEARN MORE	LEARN MORE ➤	LEARN MORE ➤

Get the Latest DISH Offers in Your Mail Box

By providing your email address, you hereby consent to receiving emails from USDish.com.

Enter Email Address | Get Offers

CHECK OUT THESE AMAZING FEATURES FROM DISH

dishNET

Bundle your DISH Video service with dishNET, high-speed internet Available Anywhere

BLOCKBUSTER @HOME

Over 20 entertainment channels, plus thousands of movies and shows

dish

The Hopper™ Whole-Home HD DVR

*Features must be enabled by customer

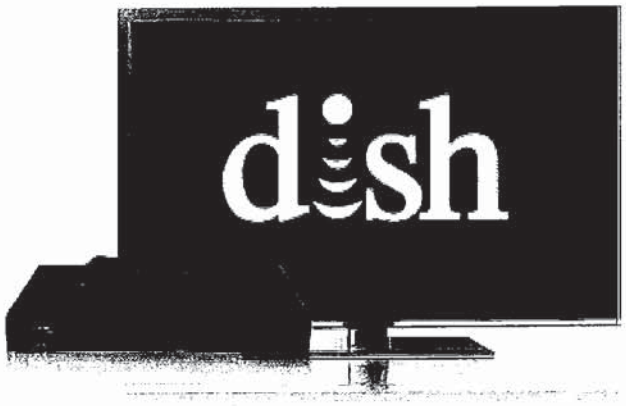
LOOKING FOR DISH IN YOUR AREA?

Interlachen, Fl, Grandin, Fl, Green Cove Springs, Fl, Silver Springs, Fl, Ocklawaha, Fl, Hastings, Fl, Holder, Fl, Archer, Fl, Middleburg, Fl, Lulu, Fl, East Palatka, Fl, Lake City, Fl, Fleming Island, Fl, Branford, Fl, Summerfield, Fl, Waldo, Fl, Belleview, Fl, Fort White, Fl, Hawthorne, Fl, Micanopy, Fl, Old Town, Fl, Alachua, Fl, Crystal River, Fl, Wildwood, Fl, Dunnellon, Fl, Cross City, Fl, Lake Butler, Fl, Palatka, Fl, Melrose, Fl, Chiefland, Fl, Cedar Key, Fl, Lady Lake, Fl, High Springs, Fl, Starke, Fl, Keystone Heights, Fl, Suwannee, Fl, Bronson, Fl, Bell, Fl, Ocala, Fl, San Mateo, Fl, Crescent City, Fl, Inglis, Fl, Williston, Fl, Inverness, Fl, Newberry, Fl, Lake Como, Fl, Hernando, Fl, Orange Park, Fl, Trenton, Fl, Orange Springs, Fl

GAINESVILLE'S LOCAL CHANNELS

Network	Affiliate	Local Channel	Dish Channel
ABC	WCJB	20	7790
CBS	WGFL	4	7791
FOX	WOGX	51	7793
PBS	WUFT	5	7796

DISH IN GAINESVILLE, FL



For economy prices and promotions, turn to DISH Network Gainesville, Florida for entertainment and value. See why DISH Network beats out Cable TV in Gainesville. When you get DISH Network, you will only pay $19.99 per month for the first 12 months! For the ultimate in DISH Network deals and special offers, consider that you can get up to $30 off your monthly bill for your first 12 months of service with DISH Network Gainesville, FL!

DISH provides the best value in satellite TV entertainment, and the lowest all-digital price nationwide. When you need economy pricing, DISH network is there to make satellite television entertainment affordable. You can also bundle these services with High Speed Internet to get the most out of your DISH network Gainesville, FL package.

PREMIER TECHNOLOGY WITH HD & DVR RECEIVERS

DISH Network Gainesville, FL has the best-rated HD DVR in the entire industry, being the CNET.com Editors' Choice because of its extremely large recording capacity. Get up to 350 hours of standard definition recording time and up to 55 hours of high definition recording time with DISH Network's HDDVR. In addition, through Satellite TV Gainesville, FL, returning and first time customers can receive a free HD digital video recorder equipment upgrade. When it comes to DISH Network promotions with digital TV, DISH Network has the advanced standard and HD equipment to keep you satisfied.

PREMIUM MOVIE CHANNELS

DISH Network Gainesville, FL has amazing sports and movie channels in HD, with over 200 of the most popular channels available now and more on the way. When you order DISH Network, you will get HBO®, CINEMAX®, SHOWTIME®, and STARZ® for 3 months, for free from Satellite TV Gainesville, Florida.

Through DISH network, first time customers can view such premium movie channels as HBO®, CINEMAX®, SHOWTIME®, and STARZ®, all with special DISH Network promotions. In addition, the more premium movie packages you choose, the more you will get back in savings. Whether you buy DISH Network family packages, HD packages to view on your HDTV, music, Pay-Per-View, or premium movie channels, you will receive amazing satellite TV deals through DISH Network Gainesville, Florida, your DISH Network Authorized Dealer.

FREE PROFESSIONAL INSTALLATION

When you put all these DISH Network offers together with free standard professional installation, you are getting a price that will fit any budget. Get the most from Satellite TV Gainesville, FL, when you choose free professional installation in up to 6 rooms. This is just one of the DISH network deals that make DISH so popular. With a 24-month commitment to DISH Network, this offer is yours, completely free! Compare these amazing offers to what's offered by Cable TV in Gainesville. DISH Network Gainesville, FL is dedicated to superior service at economy prices for every budget, which is why DISH Network provides you with $450 worth of services for free, including professional installation of all your HD equipment.

DISH vs. DIRECTV

DISH Network reviews show that DISH is the #1 rated provider in customer satisfaction, surpassing cable TV for 8 years in a row. When compared to DIRECTV, DISH

Call NOW 1-855-876-5018 / 24-Hour Installation Available in Most Areas

Zip C

dish

Packages | Features | DishLATINO | Internet | Order DISH

Get DISH in Fort Walton Beach, FL

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for Less Than...

$2 A DAY FOR 12 MONTHS*

Per day cost based on 12-month promotional pricing for package and a 2-room Hopper equipment installation. All

FREE Hopper with America's Top 120™ or above

Record 6 Shows at the Same Time†

†Feature must be enabled by customer
Monthly DVR and reciever fees apply

Get DISH Now: 1-855-876-5018

Home > Dish Network Florida > Dish Network Fort Walton Beach

SMART PACK	AMERICA'S TOP 120™	AMERICA'S TOP 200™	AMERICA'S TOP 250™	AMERICA'S EVERYTHING™
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LEARN MORE ➤	LEARN MORE ➤	LEARN MORE	LEARN MORE ➤	LEARN MORE ➤

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dishNET

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BLOCKBUSTER @HOME

Over 20 entertainment channels, plus thousands of movies and shows

dish

The Hopper™ Whole-Home HD DVR

*Features must be enabled by customer

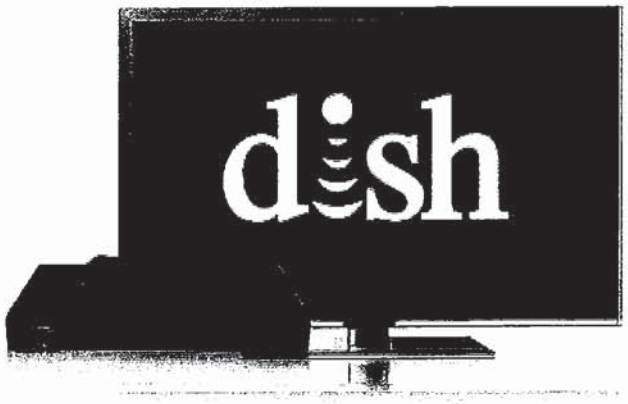
LOOKING FOR DISH IN YOUR AREA?

Defuniak Springs, Fl, Gulf Breeze, Fl, Lynn Haven, Fl, Ponce De Leon, Fl, Wausau, Fl, Opp, Al, Panama City, Fl, Destin, Fl, Jay, Fl, Wing, Al, Orange Beach, Al, Seminole, Al, Foley, Al, Brewton, Al, Bonifay, Fl, Hurlburt Field, Fl, Baker, Fl, Bellview, Fl, Niceville, Fl, Shalimar, Fl, Lillian, Al, Mary Esther, Fl, Coffee Springs, Al, Red Level, Al, Vernon, Fl, Andalusia, Al, Pensacola, Fl, Panama City Beach, Fl, Miramar Beach, Fl, Molino, Fl, Atmore, Al, Magnolia Springs, Al, Crestview, Fl, Milton, Fl, Santa Rosa Beach, Fl, Castleberry, Al, Freeport, Fl, Ebro, Fl, Lockhart, Al, Elberta, Al, Summerdale, Al, Brooklyn, Al, Holt, Fl, Loxley, Al, Navarre, Fl, Samson, Al, Robertsdale, Al, Gulf Shores, Al, West Pensacola, Fl, Mossy Head, Fl

FORT WALTON BEACH'S LOCAL CHANNELS

Network	Affiliate	Local Channel	Dish Channel
ABC	WEAR	3	7350
CBS	WKRG	5	7351
FOX	WALA	10	7353
NBC	WPMI	15	7352
PBS	WSRE	23	7357
UPN	WJTC	44	7355
WB	WBPG	55	7354

DISH IN FORT WALTON BEACH, FL



For economy prices and promotions, turn to DISH Network Fort Walton Beach, Florida for entertainment and value. See why DISH Network beats out Cable TV in Fort Walton Beach. When you get DISH Network, you will only pay $19.99 per month for the first 12 months! For the ultimate in DISH Network deals and special offers, consider that you can get up to $30 off your monthly bill for your first 12 months of service with DISH Network Fort Walton Beach, FL!

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DISH vs. DIRECTV

Call Now: 1-800-970-9509 -- Ask if same, or next-day installation is available in your area.

dish | Channel Packages | Why DISH? | Today's Promotions | Chat Live | Order Online

DISH Network Deals for Niceville, FL.

Offers Start at $19.99 mo for 12 months

Not eligible for Hopper or iPad offers

- FREE Hopper Whole-Home HD-DVR (With qualifying packages. Monthly DVR service fees apply)
- Free for 3 mos. CINEMAX
- FREE HD for 24 Months

Promotions based on 24 month committment and credit approval. Other terms apply.

ENTERTAINMENT ANYWHERE.

Only from DISH

Get an iPad mini Free when you sign up for DISH and the Hopper:

Cannot be combined with promotional pricing. Everyday prices start at $19.99/mo. Requires 24-month commitment, credit qualification and qualifying programming.

CALL TODAY! 1-800-970-9509 GET DISH!

View our most popular channel packages in Niceville, FL (below). Promotional monthly rates shown.

Smart Pack	America's Top 120	America's Top 200	America's Top 250	Everything Pack
$19.99 per mo.	$29.99 per mo.	$39.99 per mo.	$44.99 per mo.	$89.99 per mo.
View Channels	View Channels	BEST VALUE View Channels	View Channels	View Channels
55+ Channels	190+ Channels	240+ Channels	290+ Channels	320+ Channels
Package Details ...	Package Details ...	Package Details ...	Package Details ...	Package Details ...

Browse the DISH Network Channels & Packages

- Channels & Packages Guide
  - America's Top 120
  - America's Top 120+
  - America's Top 200
  - America's Top 250
  - America's Everything Pack
  - Side-by-Side Compare (chart)
  - Smart Pack
- Local Channels
- High Definition Packages
- Add-On Channels & Packages
  - Encore Movies

DISH Network channels and programming in Niceville, Florida.

With DISH's 100% digital TV service, via satellite, you can be confident you're getting the best quality picture. Save as much as 20% when you select DISH compared to Directv. Each DISH channel package is

Here are the local channels for Niceville, FL:

Network Description	Channel	Video
Mobile, AL - ABC (WEAR)	3	SD & HD
Mobile, AL - CBS (WKRG)	5	SD & HD
Mobile, AL - CW (WFNA)	55	SD & HD
Mobile, AL - FOX (WALA)	10	SD & HD
Mobile, AL - IND (WAWD)	49	SD & HD
Mobile, AL - IND (WFBD)	48	SD & HD
Mobile, AL - IND (WHBR)	33	SD Only
Mobile, AL - IND (WJTC)	44	SD & HD
Mobile, AL - MY NETWORK (WFGX)	35	SD & HD
Mobile, AL - NBC (WPMI)	15	SD & HD
Mobile, AL - PBS (WEIQ)	42	SD & HD

- Epix Package
- Heartland Package
- Individual Channels
- Multi-Sports Pack
- Outdoor Sports
- Blockbuster @HOME
- HBO, Max, Sho., Starz
- DishLATINO Guide (Espanol)
- International Packages Guide
- DISH for your Business

Today's DISH TV Ad

- Satellite TV as low as $29.99/mo
- FREE Hopper & Joey Upgrade
- Free HD for 24 months
- FREE Locals included
- FREE Satellite Equipment
- FREE Next-Day Installation
- $75 Cash Back (Exclusive!)
- FREE Activation
- FREE HD Equipment
- FREE HD-DVR Receiver Upgrade
- FREE HBO, Max, Sho. & Starz
- FREE Blockbuster @HOME
- FREE Service; Second TV
- Chat Live (Instant & Secure)

Compare DISH To ...

- DISH vs. DIRECTV Guide
  - Compare DIRECTV Packages
  - Compare DIRECTV HD

Tech & Services

- High Speed Internet
- Video on Demand
- DISH Network Receivers Guide
- TV Everywhere (Mobile, PC, etc)
  - Sling Adapter (Mobile Viewing)
  - DISH Online (PC, Tablets)
  - DVR Remote Access App
- Installation (often Next-Day!)
- DISH Service Areas
- DISH Network Games
- DISH Network Coupons
- RV / Motorhome Satellite TV Guide
- Flex 24 (Low Credit Plan)
- I am a current DISH Customer
- DISH World IPTV Packages

Social & About Us

designed to offer you the best lineup in Niceville, FL for your money. DISH Network offers hundreds of channels in crystal-clear high definition, including sports and movie channels. ESPN Game Plan on DISH TV is the all-access pass to everything college football. We offer affordable packages with hundreds of HD, local and premium movie channels.

Mobile, AL - PBS (WSRE)	23	SD & HD
Regional Sports		
FOX Sports Florida		
Sun Sports		

Showing locals for 32578. Check your specific zipcode here. Channels you receive from DISH may vary.

DISH Network Promotions for Niceville, Florida.

You may have wondered if DISH offers TV service in Niceville, FL--yes they do. We offer all of DISH's deals, plus some exclusive specials that even our best competitors don't have. Satellite TV providers like DISH are known for having excellent HD and HD-DVR service. In Niceville, FL, DISH offers channel packages as low as $29.99. Free standard professional installation is included when you order our DISH promotion. DISH is frequently 20% less expensive than Directv--another reason we hope you choose DISH.

Same-day or next-day DISH TV install available in Niceville, Florida.

DISH provides free standard installation of a new system in your area. Certified DISH Network installers perform the work in Niceville, FL when you order from us. Don't worry about shipping, or receiving equipment. The installer brings everything out with him. Need a weekend installation for DISH in Niceville, FL? We've got you covered. Part of the installation process is a tutorial of the DISH system. Want to know how quick we can schedule an install? All we need is your zip.

Online ordering is the way of the future. Go to our order page today to sign up for new DISH service in Niceville, Florida.

Take the easy road to saving money every month on TV service by using our online order page. We make ordering new DISH service as efficient as possible with our handy online ordering tool. Most people are visual, so ordering your service for DISH TV online is a great option for you to see exactly what you are purchasing and see that our site is secure and safe. Choose the "no pressure" approach to getting new DISH network service by ordering satellite TV online. Are you a night owl? Use our 24/7 online ordering tool to order your new DISH service today. Online ordering just got even simpler with our new tool that lets you purchase new DISH services right from your tablet or smartphone.

Chat Live (Instant & Secure)
About Us and our Service
FAQ (DISH General)
FAQ (Hopper and Joey)
Join us on Facebook!
Follow us on Twitter!
Customer Testimonials
Read our Industry Articles Guide
Leave some Feedback
Accessories / Gift Shop
Referrals (ClubDISH) & Affiliates
Sitemap
Privacy Policy
Terms and Conditions

Experience the latest in technology in Niceville, Florida with equipment from DISH.

The Hopper from DISH allows you to record up to 3 HD channels at one time. The Joey from DISH works as mini-DVR in each room that you want HD programming. Get the free DISH Anywhere mobile app to manage your DVR content on the go The Hopper Transfers app lets you control your recordings on your Hopper and Sling right from your tablet or smartphone. You can find 3D HDTV movies on DISH network channels 1 and 501 in Niceville, FL. DISH is perfect for RV's since it's a satellite service. You can get your favorite channels no matter where you venture to.

If you are having trouble with anything DISH related in your Niceville, Florida home, chat live with us today so we can help.

Use our live chat feature to talk with one of our representatives right away with no hold times. Experience superior customer service now with our live chat feature. We all know how automated menus work when calling in for service so we give you the ability to talk to a real human right away through live chat. Surveys have shown that customers feel more comfortable chatting with agents online over ordering via phone. We know your time is valuable so use our live chat window today so you can multitask wherever you are. On the go? You can still chat live with one of our helpful agents.

Customer Reviews

See what some of our customers are saying about their DISH service, and their experience with our phone, chat, and shopping cart operators.

~ *Susan D.*
Detroit, MI

Wonderful service
~ *Juan M.*
San Ardo, CA

Kelly was Great , And patient. Thank you Kelly!!
~ *Flash G.*
Mehoopany, PA

Great help
~ *Eli*
Carpinteria, CA

Average: 4.5 / 5 stars, from 409 total reviews about our DISH TV services. Showing 4 reviews on this page.

Satellite Solutions Network Inc.

Chat Live

Order Online

dish AUTHORIZED RETAILER

Existing Customer?

DIRECTV AUTHORIZED DEALER

Get DIRECTV Today!
Call Toll-Free:
1-877-699-9435

Promo Code: W91-988

TV by Direct
Authorized DirectStarTV Partner

Hurry! Call Now to Get this Limited Time Offer!

WE'RE OPEN — TODAY — APRIL 29
11 20

Home Packages Deals Channels NFL SUNDAY TICKET Satellite TV DIRECTV vs DISH DIRECTV vs Cable Technology Business Order DIRECTV

DIRECTV

DIRECTV Best Offer for Gainesville

DIRECTV CINEMA
WATCH INSTANTLY!

- **400 New Releases** - Many available nearly a month before Netflix® or Redbox®!
- **The most movies in 1080p HD** the same format as Blu-ray™
  IL limited titles available in 1080p!
- **Get access to 6000+ shows** and movies with DIRECTV on Demand.

Offer Details

DIRECTV packages starting from
$24.99/mo.
ENTERTAINMENT PACKAGE
For 12 mos after instant savings with 24-mo agreement

Activate the CHOICE XTRA™ Package or above and get:

FREE For 3 months
HBO starz SHOWTIME CINEMAX

FREE
HD DVR & 3 HD Receiver Upgrades
Additional fees required.

FREE
HD Access
DIRECTV HD
With Auto Bill Pay.†

FREE
Standard Professional Installation
In up to 4 rooms.

All DIRECTV offers require a 2-yr agreement**

DIRECTV

BUNDLE & SAVE
DIRECTV + HIGH-SPEED INTERNET FOR ONLY
$59.98*/month for 12 mos. after savings

24-mo. TV agreement required**. Separate HSI agreement may be required. Plus taxes & fees. Internet Speeds vary. Pricing Details

SHOWING PRICING FOR ZIP CODE 22304
CHANGE LOCATION

Get DIRECTV for your Business ›

Order DIRECTV Today! ›

88 49 Like

LOCK IN 2 YEARS OF SAVINGS!
SAVE $10/MO. FOR 2 YEARS ON ADVANCED RECEIVER SERVICE
REQ. AUTOPAY WITH AUTO BILL PAY, VALID EMAIL ADDRESS & PAPERLESS BILLING - WITH QUALIFYING PACKAGES.

What sets DIRECT TV Apart from other Providers in Gainesville, Florida?

There is no better time than now to switch from your old provider to the elite services of DIRECT TV. If you desire a level of quality that goes unrivaled industry wide for a price that you can agree with, DIRECT TV was made for you. It's hard to deny such an impressive lineup of DIRECT TV packages, channels, premium selections and technology. Other companies my promise you the best service but with DIRECT TV you actually get it – and with proof.

For starters, DIRECTV is America's #1 satellite TV service, delivering top-rated satellite television service to more than 20 million subscribers across the country. For the 13th year in a row, DIRECTV rated higher in customer satisfaction than cable. As compared to the largest national cable and satellite TV providers. 2013 American Customer Satisfaction Index. What does that mean exactly? It means that when you choose DIRECT TV in Gainesville, you can expect a professional standard of customer service and reliance that you simply won't find anywhere else – guaranteed.

FREE Standard Installation
In up to 4 rooms

FREE Genie™ Upgrade
Additional equipment required. Additional fees and taxes may apply.

FREE HBO starz SHOWTIME CINEMAX for 3 months
With qualifying packages

See More DIRECTV Deals! ›

Start your order today!
1-877-699-9435

Or complete the form below and one of our satellite Internet specialists will contact you shortly.

For more information on DIRECT TV availability in your Gainesville neighborhood, call 1-866-535-9593 today!

DIRECT TV Packages are designed to deliver the Utmost in Variety and Quality

When considering a television provider, most customers are sold on the quality of package options that are made available. DIRECT TV is no exception, which is why they've constructed five enticing options that exist to cater a number of entertainment needs and budgets. DIRECT TV packages are entirely customizable, allowing you to tailor the ideal lineup of extra features and premium options as you see fit. This way, you pay a fair price for the exact DIRECT TV package you want, without overpaying for things you don't need.

DIRECT TV packages include:

- **ENTERTAINMENT** – 140+ channels
- **CHOICE™** - 150+ channels
- **CHOICE XTRA™** - More than 205 channels
- **ULTIMATE™** - Over 225 channels; 11 premium movie channels included
- **PREMIER™** - 285+ channels; 31 premium movie channels and 35 specialty and regional sports networks

Remember, all DIRECT TV packages come included with your favorite local stations at no extra charge. Plus, DIRECT TV offers free standard home installation in up to four rooms in your house. Save yourself the frustration and strain on your wallet and trust the professional skill of a certified DIRECT TV technician to get your new system setup.

Call today to begin crafting the perfect DIRECT TV package for your Gainesville, Florida family!

Get the Best DIRECT TV Movies and More with Enticing Premium Channels

Aside from the various DIRECT TV packages, Gainesville customers are able to choose from a suite of special features, technologies and expansive premium channel options. Premium options are available regardless of which package you choose and are accessible to add a la carte. Many premium options include various DIRECT TV movies with acclaimed networks including HBO® and SHOWTIME®. Also DIRECT TV offers a variety of premium sports options ranging from soccer to cricket to DIRECT TV NFL SUNDAY TICKET™, a DIRECT TV exclusive.

With DIRECT TV NFL SUNDAY TICKET™, customers get every live out-of-market game each Sunday – up to 14 options! This way, you can stay connected with your favorite teams and biggest matchups without worrying about broadcast availability.

Other DIRECT TV channels that allow you to find alternative movie and show options that you wouldn't normally get with a standard channel lineup include DIRECTV CINEMA™. DIRECTV CINEMA™ is a collection of movie and show titles that you can enjoy On Demand. Plus, new releases are made available nearly a month before you can get them from Redbox® or Netflix®. Forget about having to waste gas to drive to the rental store or waiting on movies to arrive in the mail. With DIRECTV CINEMA™, you get the hottest movies when you want them – with no late fees!

Many DIRECTV CINEMA™ titles are offered in 1080p HD, the same brilliant format as Blu-Ray™.

The DIRECT TV Channel Guide Offers a Wealth of Options for Gainesville Residents

With DIRECT TV, it's never an issue of whether or not you can get your favorite channels. That's entirely up to you. Offering more full-time HD channel options than any other provider, including sports, you won't find a more impressive lineup anywhere else. Even though DIRECT TV packages exist to guide you in an organized direction as far as channels and features go, you have the ability to alter your DIRECT TV guide with any channels you please.

DIRECT TV premium movie channels include:

- HBO®
- SHOWTIME®
- STARZ®
- Cinemax®

DIRECT TV sports options include:

- DIRECT TV NFL SUNDAY TICKET™
- MLB EXTRA INNINGLS™
- NHL® CENTER ICE®
- MLS DIRECT KICK™
- NBA LEAGUE PASS

* First Name:

* Last Name:

* Phone: *(123-456-7890)*

Alt. Phone: *(123-456-7890)*

* Zip Code: *(12345)*

By pressing the 'submit' button below, I consent to receive phone calls from DirectStar TV, regarding our products and services, at the phone number(s) provided, including my wireless number if provided. I understand these calls may be generated using automated technology and my consent is not required to make a purchase.

We'll Call You! ›

** Denotes a required field.*

- Many more!

For families looking to outfit their home with a wholesome lineup of channels that the entire family can enjoy together, DIRECT TV offers many quality options. DIRECT TV also offers BabyFirstTV™, the first and only channel solely dedicated to babies and toddlers. Plus, any parent can rest assured knowing that DIRECT TV has some of the most advanced and effective Parental Controls in the business. Other family channel options include:

- ABC Family®
- Boomerang
- Discovery Channel™
- Animal Planet™
- Disney Channel
- PBS Kids®
- Many more!

If it's music you're after, DIRECT TV offers plenty of groovy music options that will have your toes tapping to the beat. Get up to 84 commercial-free music channels from SonicTap featuring the best music, news, sports and entertainment stations. With music genres fit to meet every preference, you're bound to find something you can sing along to. And the best part is that all DIRECT TV packages include SonicTap channels!

DIRECT TV channels offer a variety of different programming options to ensure that you never have to idly flip through a lackluster selection of networks and stations. Call a 1-866-535-9593 and get setup in your Gainesville, Florida home today!

Order DIRECTV Specials » Looking for DIRECTV Business or commercial service? Go here.

Call **1-877-699-9435** to place your order!

DIRECTV Deals and Offers NFL Sunday Ticket Deals DIRECTV Business TV Provider

Want to help protect your home and family? Get ADT Security today.

ALL DIRECTV OFFERS REQUIRE 24-MONTH AGREEMENT. Prices exclude premiums and additional advanced receiver fees.**

DIRECTV PACKAGE PRICE(S): Include the following instant bill credits for 12 months: $25 for SELECT Package; $28 for ENTERTAINMENT Package, $32 for CHOICE Package, $34 for XTRA and $37 for ULTIMATE Package and above.

Offers valid through 7/23/14. Credit card required (except in MA & PA). New approved customers only (lease required). $19.95 Handling & Delivery fee may apply. Applicable use tax adjustment may apply on the retail value of the installation. Programming, pricing and offers are subject to change and may vary in certain markets. Some offers may not be available through all channels and in select areas.

BUNDLE OFFER PRICE(S): A separate commitment may be required for high-speed Internet service. Bundle price based on DIRECTV SELECT Package and best available pricing for high-speed Internet service in your area. Telco equipment fee may apply. Bundle pricing and services vary in certain markets. Contact us about additional Internet speeds/services, which may involve additional charge.

Internet prices vary by location and provider. Contact us for more information on Internet providers and pricing in your area.

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(FREE $15/MO.) WITH AUTO BILL PAY, VALID EMAIL ADDRESS & PAPERLESS BILLING - WITH QUALIFYING PACKAGES.

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DIRECTV Best Offer

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WATCH INSTANTLY!

- New Releases - Many available nearly a month before Netflix® or Redbox®!
- The most movies in 1080p HD the same format as Blu-ray™ (Limited titles available in 1080p)
- Get thousands of titles with DIRECTV On Demand.

DIRECTV package offers start at $24.99/mo. SELECT™ Package

With qualifying packages get:

FREE For 3 months Limited Time! HBO starz SHOWTIME CINEMAX

FREE Upgrade to genie

FREE Standard Professional Installation In up to 4 rooms.

Additional and Advanced receiver fees apply - Additional equipment required. Minimum 2-room set-up may be required.

All DIRECTV offers require a 2-yr agreement†*

Call Today And Save!
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Get DIRECTV Today!

One look at satellite television from DIRECTV and you'll see what everyone in Fort Walton Beach is talking about. With over 285 of the most popular TV channels and the best in movies, sports, family and international programming, the choice is obvious. DIRECT TV offers one-of-a-kind satellite TV entertainment at exceptional value. Choose the right package for your Fort Walton Beach home or business and enjoy cutting-edge HD and DVR equipment and a satellite system that delivers a crisp, clear picture whenever, and wherever, you want to watch it.

DIRECT TV Fort Walton Beach, Florida Deals
Or speak directly to an agent at 1-877-390-7010.

Satellite TV Deals in Cities and Towns near Fort Walton Beach, FL

Choctaw Beach	Destin	Dfafs	Duke Field AFS
Eglin	Eglin AFB	Elgin	Elgin AFB
Ft Walton Bch	Ft Walton Beach	Hurlburt Field	Hurlburt Fld
Mary Esther	Miramar Beach	Okaloosa Is	Okaloosa Island
Sandestin	Shalimar	Valparaiso	West Destin

Plus, with satellite television from DIRECTV you will get your local Fort Walton Beach channels at no additional charge!† Get great satellite TV deals and the added confidence that comes with service from America's top choice in satellite TV providers.

Call us direct at 1-877-390-7010 for satellite TV deals from DIRECT TV! Don't Wait! And don't settle for anything but the best when it comes to your entertainment.

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1 Eligibility for local channels based on service address. Not all networks available in all markets.

2 Access to available DIRECTV on Demand programming based on package selection. Actual number of TV shows and movies will vary. Some DIRECTV CINEMA and On Demand content requires an HD DVR (HR20 or later) or DVR (R22 or later), DIRECTV CINEMA Connection Kit and broadband Internet service with speeds of 750 kbps or higher and a network router with an available Ethernet port are required. Visit directv.com/cinema for details.

3 Actual recording capacity varies depending on type of programming being recorded.
Professional installation highly recommended. Land-based phone line required.

4 HD channels include 5.1 surround sound when available from programmer. To access DIRECTV HD programming, HD equipment required. Additional equipment requirec and sold separately. 'Dolby' and the double-D symbol are trademarks of Dolby Laboratories.

5 Blackout rules and other conditions apply. NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX consist of all out-of market NFL games broadcast on FOX and CBS However, games broadcast by your local FOX or CBS affiliate will not be available in NFL SUNDAY TICKET or NFL SUNDAY TICKET MAX. Available games based on stomer's service address. Games available via remote viewing based on device location. Only one game may be accessed from any device at any given time. Online application is only available on certain operating systems. Computer hardware, software, and Internet connection not included. Mobile phone application only available on certain devices from certain providers. Additional data charges may apply. Please check with your service provider. Visit directv.com/NFL for a list of system requirem and compatible mobile devices. NFL SUNDAY TICKET and NFL SUNDAY TICKET MAX will automatically continue each season at special renewal rates unless customer calls ancel prior to start of season. Subscriptions cannot be cancelled (in part or in whole) after the start of the season and subscription fees cannot be refunded. Commercial require an appropriate licensee agreement. 'NFL,' the NFL Shield design, 'NFL SUNDAY TICKET' and its respective logo are registered trademarks of the National Footbal eague and its affiliates. Team names, logos and uniform designs are registered trademarks of the teams indicated.

6 Actual number of games varies by market due to blackout rules and other conditions. Professional and collegiate sports subscriptions sold separately.

7 Standard professional installation in up to four rooms only. Custom installation extra.

8 Limit one remote viewing per HD DVR at a time, or up to three with the Home Media Center HD DVR. DIRECTV Whole-Home DVR service requires a DIRECTV Plus HD D Advanced Receiver Service fee ($20/mo.) and Whole-Home-enabled HD Receiver for each additional TV (or enabled-TVs with the Home Media Center HD DVR model HR 3- Service not available with TiVo® HD DVR from DIRECTV. For more information, visit directv.com/wholehome.

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Eglin	Eglin AFB	Elgin	Elgin AFB
Fort Walton Beach	Freeport	Ft Walton Bch	Ft Walton Beach
Hurlburt Field	Miramar Beach	Okaloosa Is	Okaloosa Island
Sandestin	Shalimar	Valparaiso	West Destin

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EXHIBIT 4

Effective Competition Tracking Report

ECTR – Effective Competition Tracking Report

Provided by
Satellite Broadcasting and Communications Association

Pursuant to Section 76.907(c) of the FCC Rules, and your effective competition tracking request dated April 14, 2014 please find the following Direct-to-Home (DTH) satellite subscriber numbers per zip code (and/or zip+4 where necessary). The provision and use of this Effective Competition Tracking Report is governed by and subject to the terms and conditions of the Agreement for Provision and Use of Confidential Data, between your company and SBCA.

Report Date: April 15, 2014

Franchise Areas: Gainesville, Fort Walton Beach, Niceville, and Cinco Bayou, FL

ZIP Codes	DTH Count
32547	2835
32548	1636
32578	2494
32601	484
32603	63
32605	1296
32606	1170
32607	1264
32608	2363
32609	1475
32612	2
32641	1075
32653	1170
Total	17327

Data is current through 2/28/2014

Report Prepared by:
Martin Esteves
Program Manager
202-349-3630
mesteves@sbca.org

Methodology: Direct-To-Home (DTH) subscriber data reflects aggregated DIRECTV and DISH Network residential subscriber totals. The following data collection procedures are applied by Members in the normal course of business: a) single accounts with multiple receivers are only counted once; b) commercial and test accounts are not included; c) each occupied unit served in a multiple dwelling unit building has been counted as a separate residential subscriber; d) zip codes are taken from service locations (not billing addresses, where different); e) inactive accounts are routinely removed; f) invalid (undeliverable) addresses have been corrected where known; g) courtesy or complimentary accounts are included; and h) zip code information for Members' subscribers is periodically updated to reflect changes to zip codes by the United States Postal Service.

EXHIBIT 5

Competitor Penetration Calculations

Pegasus Competing Provider Pentetration Calculation

Accounting for Occupied Household Growth Through 2013 Pursuant to *Pegasus* , 13 FCC Rcd 18 (1997)

CoxCom, LLC
Gainesville, Florida Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
Total Community Occupied Households, 2010 Census + Growth through 2013	52,595
Total Zip Code Occupied Households, 2010 Census + Growth through 2013	82,690
Allocation Percentage	63.6050%
Total ECTR Reported Subscribers (Zip Code)	10,362
Total Allocated ECTR Subscribers	6,590.75
Total Other Competing Provider Subscribers in Franchise Area	2,407

DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
Total DBS and DTH Penetration	12.53%

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
Total Competing Provider Penetration	17.11%

Gainesville, Florida
Occupied Household Growth Calculation 2010-2013 (Pegasus, 13 FCCR 18 (1997))

A	2000 Census Population	95,447		Total Zip Code Occupied Households 2010 Census	80,228
B	2000 Census Households	37,279			
				Current Zip Code Occupied Households (2010 Zip Code Occupied Households x 2010-2013 Household Growth Rate + 2010 Zip Code Occupied Households)	82,690
				Total ECTR Reported Subscribers (Zip Code)	10,362
C	2010 Census Population	124,354			
D	2010 Census Households	51,029		Total Other Competing Provider Subscribers	2407
E	2013 Census Population Estimate	127,488			
F	2000-2010 Population Growth Percentage	30.29%	(C-A) ÷ A		
G	2000-2010 Household Growth Percentage	36.88%	(D-B) ÷ B		
H	Household:Population Growth Ratio	121.79%	G ÷ F		
I	2010-2013 Census Population Growth Estimate	2.52%	(E-C) ÷ C		
J	2010-2013 Household Growth Rate	3.07%	H x I		
K	Current Community Occupied Households	52,595	(D x J) + D		

Gainesville, FL Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied HHs Per Zip Code
32601	484	8,125
32603	63	2,127
32605	1,296	9,881
32606	1,170	9,601
32607	1,264	12,807
32608	2,363	20,036
32609	1,475	7,195
32612	2	11
32641	1,075	4,919
32653	1,170	5,526
Total:	**10,362**	**80,228**

Pegasus Competing Provider Pentetration Calculation

Accounting for Occupied Household Growth Through 2013 Pursuant to *Pegasus* , 13 FCC Rcd 18 (1997)

Cox Communications Gulf Coast, LLC
Cinco Bayou, Florida Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
Total Community Occupied Households, 2010 Census + Growth through 2013	264
Total Zip Code Occupied Households, 2010 Census + Growth through 2013	10,376
Allocation Percentage	2.5452%
Total ECTR Reported Subscribers (Zip Code)	1,636
Total Allocated ECTR Subscribers	41.64
Total Other Competing Provider Subscribers in Franchise Area	0

DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
Total DBS and DTH Penetration	15.77%

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
Total Competing Provider Penetration	15.77%

Cinco Bayou, Florida
Occupied Household Growth Calculation 2010-2013 (Pegasus, 13 FCCR 18 (1997))

A	2000 Census Population	377		Total Zip Code Occupied Households 2010 Census	8,683
B	2000 Census Households	212			
				Current Zip Code Occupied Households (2010 Zip Code Occupied Households x 2010-2013 Household Growth Rate + 2010 Zip Code Occupied Households)	10,376
				Total ECTR Reported Subscribers (Zip Code)	1,636
C	2010 Census Population	383			
D	2010 Census Households	221		Total Other Competing Provider Subscribers	0
E	2013 Census Population Estimate	411			
F	2000-2010 Population Growth Percentage	1.59%	(C-A) ÷ A		
G	2000-2010 Household Growth Percentage	4.25%	(D-B) ÷ B		
H	Household:Population Growth Ratio	266.75%	G ÷ F		
I	2010-2013 Census Population Growth Estimate	7.31%	(E-C) ÷ C		
J	2010-2013 Household Growth Rate	19.50%	H x I		
K	Current Community Occupied Households	264	(D x J) + D		

Cinco Bayou, FL Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied HHs Per Zip Code
32548	1,636	8,683
Total:	**1,636**	**8,683**

Pegasus Competing Provider Penetration Calculation

Accounting for Occupied Household Growth Through 2013 Pursuant to *Pegasus* , 13 FCC Rcd 18 (1997)

Cox Communications Gulf Coast, LLC
Niceville, Florida Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
Total Community Occupied Households, 2010 Census + Growth through 2013	6,010
Total Zip Code Occupied Households, 2010 Census + Growth through 2013	13,982
Allocation Percentage	42.9837%
Total ECTR Reported Subscribers (Zip Code)	2,494
Total Allocated ECTR Subscribers	1,072.01
Total Other Competing Provider Subscribers in Franchise Area	0

DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
Total DBS and DTH Penetration	17.84%

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
Total Competing Provider Penetration	17.84%

Niceville, Florida
Occupied Household Growth Calculation 2010-2013 (Pegasus, 13 FCCR 18 (1997))

A	2000 Census Population	11,684		Total Zip Code Occupied Households 2010 Census	12,193
B	2000 Census Households	4,637			
				Current Zip Code Occupied Households (2010 Zip Code Occupied Households x 2010-2013 Household Growth Rate + 2010 Zip Code Occupied Households)	13,982
				Total ECTR Reported Subscribers (Zip Code)	2,494
C	2010 Census Population	12,749			
D	2010 Census Households	5,241		Total Other Competing Provider Subscribers	0
E	2013 Census Population Estimate	14,058			
F	2000-2010 Population Growth Percentage	9.12%	(C-A) ÷ A		
G	2000-2010 Household Growth Percentage	13.03%	(D-B) ÷ B		
H	Household: Population Growth Ratio	142.90%	G ÷ F		
I	2010-2013 Census Population Growth Estimate	10.27%	(E-C) ÷ C		
J	2010-2013 Household Growth Rate	14.67%	H x I		
K	Current Community Occupied Households	6,010	(D x J) + D		

Niceville, FL Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied HHs Per Zip Code
32578	2,494	12,193
Total:	**2,494**	**12,193**

Pegasus Competing Provider Pentetration Calculation

Accounting for Occupied Household Growth Through 2013 Pursuant to *Pegasus* , 13 FCC Rcd 18 (1997)

Cox Communications Gulf Coast, LLC
Fort Walton Beach, Florida Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
Total Community Occupied Households, 2010 Census + Growth through 2013	8,541
Total Zip Code Occupied Households, 2010 Census + Growth through 2013	22,819
Allocation Percentage	37.4309%
Total ECTR Reported Subscribers (Zip Code)	4,471
Total Allocated ECTR Subscribers	1,673.54
Total Other Competing Provider Subscribers in Franchise Area	0

DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
Total DBS and DTH Penetration	19.59%

Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
Total Competing Provider Penetration	19.59%

Ft. Walton Beach, Florida
Occupied Household Growth Calculation 2010-2013 (Pegasus, 13 FCCR 18 (1997))

A	2000 Census Population	19,973		Total Zip Code Occupied Households 2010 Census	22,444
B	2000 Census Households	8,460			
				Current Zip Code Occupied Households (2010 Zip Code Occupied Households x 2010-2013 Household Growth Rate + 2010 Zip Code Occupied Households)	22,819
				Total ECTR Reported Subscribers (Zip Code)	4,471
C	2010 Census Population	19,507			
D	2010 Census Households	8,401		Total Other Competing Provider Subscribers	0
E	2013 Census Population Estimate	20,597			
F	2000-2010 Population Growth Percentage	-2.33%	(C-A) ÷ A		
G	2000-2010 Household Growth Percentage	-0.70%	(D-B) ÷ B		
H	Household:Population Growth Ratio	29.89%	G ÷ F		
I	2010-2013 Census Population Growth Estimate	5.59%	(E-C) ÷ C		
J	2010-2013 Household Growth Rate	1.67%	H x I		
K	Current Community Occupied Households	8,541	(D x J) + D		

Ft. Walton Beach, FL Zip Codes	DBS Subscribers Per Zip Code	2010 Census Occupied HHs Per Zip Code
32547	2,835	13,761
32548	1,636	8,683
Total:	**4,471**	**22,444**