

# CINEMAX DEBUTS ON SLING TV

Sling TV first live standalone Internet TV service to deliver Cinemax over the top

Priced at \$10 per month when customers sign up for “Best of Live TV” or a Sling International base package

Offering includes a live Cinemax channel and 500+ on-demand titles

ENGLEWOOD, Colo., Feb 11, 2016--Sling TV today added Cinemax to its programming lineup for \$10 per month, marking the first time Cinemax is available to consumers on a live standalone Internet TV service. Available to subscribers of “Best of Live TV” or one of Sling International’s base packages, Cinemax is now available across all Sling TV-supported devices.

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“ *This announcement comes only days after we celebrated Sling TV’s one-year anniversary. Over the past year, we’ve established a history of industry firsts, and the addition of Cinemax is evidence of our intent to uphold this swift innovative pace.* ”

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“Sling TV is the first live standalone Internet TV service to deliver Cinemax to an audience of cord-cutters and cord-nevers,” said Roger Lynch, CEO of Sling TV. “This announcement comes only days after we celebrated Sling TV’s one-year anniversary. Over the past year, we’ve established a history of industry firsts, and the addition of Cinemax is evidence of our intent to uphold this swift innovative pace.”

Previously, Cinemax and its authenticated app-based offering, MAX GO, were available only to customers who paid for traditional cable packages.

Cinemax on Sling TV features a live, linear channel found in the programming guide, as well as more than 500 on-demand movies and TV shows. Subscribing customers will get unlimited access to the channel’s popular original series, including *The Knick*, *Banshee*, *Strike Back*, *Hunted*, and the upcoming new series, *Quarry* and *Outcast*. Sling TV’s on-demand archive will house the same titles available in Cinemax’s MAX GO app.

## Sling TV Lineup

Sling TV’s “Best of Live TV” includes more than 20 channels for \$20 per month. The package delivers ESPN, ESPN2, AMC, A&E, TNT, HISTORY, H2, TBS, Food Network, HGTV, Travel Channel, IFC, El Rey, Adult Swim, Cartoon Network, Freeform, Disney Channel, CNN, Bloomberg TV, Local Now, Lifetime and Galavisión. This package additionally features live access to WatchESPN, including ESPN3 and on-demand content. Customers can choose to customize their entertainment experience with the addition of HBO for \$15 per month. Additional a la carte-like add-ons include Sports Extra, Hollywood Extra, Kids Extra, Lifestyle Extra, World News Extra, and Spanish language add-ons, Best of Spanish TV, Deportes Extra and Películas & Novelas Extra, each for \$5 per month.

## About Sling TV

Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services including domestic and international live and on-demand programming. It is available on televisions, tablets, computers and smartphones. The Sling TV programming portfolio includes content from Disney/ESPN, HBO/Cinemax, AMC, A&E, Turner, Scripps, EPIX, The Weather Company and Univision. Sling Latino offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling International currently provides more than 200 channels in 19 languages across multiple devices to U.S. households. Sling TV is a next-generation service that meets the entertainment needs of today’s contemporary viewers. Visit <https://www.sling.com/>.

Follow @Sling on Twitter: <http://www.twitter.com/Sling> #TakeBackTV

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