



DISH Network L.L.C.  
9601 S. Meridian Blvd., Englewood, CO 80112  
303.723.1000

Dear Advertising Buyer:

As you are an advertiser on your local [REDACTED] station, I wanted to provide you with an update regarding your ads on [REDACTED] has blocked its programming from DISH customers. A sizable portion of TV viewers in the [REDACTED] market are now unable to view your advertisements.

DISH has reached fair agreements with hundreds of TV stations in recent months and we know the marketplace well. [REDACTED] is demanding higher rates than DISH pays any station in the nation.

The value of your advertising has been reduced by [REDACTED] due to their blocking of from DISH subscribers. You may wish to let your advertising sales representative know that you want full value for your advertising dollar on [REDACTED]. The Station Manager can be reached at [REDACTED]

Regards,

Melisa Ordonez  
General Manager of Programming  
[melisa.ordonez@dish.com](mailto:melisa.ordonez@dish.com)

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