

SLING TV EXPOSES NICK OFFERMAN AND MEGAN MULLALLY AS 'SLINGERS' IN NEWEST AD CAMPAIGN

- Married couple and actors Nick Offerman and Megan Mullally debut in first commercial together

- First two spots, "Freedom" and "Stretch," to air across television, digital, mobile, social and new media platforms, beginning today

ENGLEWOOD, Colo., Oct. 1, 2018 /[PRNewswire](#)/ -- Sling TV, America's number one live TV streaming service, today unveiled a new multimedia marketing campaign starring actors Megan Mullally and Nick Offerman, called "Meet the Slingers." An extension of Sling TV's "We Are Slingers" campaign that debuted in March 2018, the new national campaign spans television, digital, mobile, social and new media platforms. "Meet the Slingers" is the first ad campaign that Mullally and Offerman, known for their roles in "Will and Grace" and "Parks and Rec," have appeared in together.

The first two campaign ads, "[Freedom](#)" and "[Stretch](#)" are available to view on [Sling TV's YouTube channel](#).

"We are excited to introduce Megan and Nick, who were already Slingers, as the new faces of the Slinging lifestyle," said Michael Ribero, brand management lead at Sling TV. "We are using the campaign to show how more people, like Nick and Megan, continue to choose Sling TV because it's the same TV you love without the bloated bundles that traditional providers force on you."

"Nick and Megan were the perfect choice to play the Sling couple. They certainly embraced the cheeky, provocative nature of the 'Slinging lifestyle,' which was refreshing in today's overly-cautious media landscape," said Sean Riley, creative director at The Martin Agency. "And who can blame them for spreading the news about being a 'Slinger?'"

'Meet the Slingers' Campaign Elements

In addition to the new television commercials, elements of "Meet the Slingers" include digital, mobile, new media ads, paid and organic social posts, pre-roll and OTT video ads, paid search, on-device promotions on Sling TV-supported devices and other direct-to-consumer promotions. Additional spots will roll out in the coming months.

For more information on Sling TV, visit [sling.com](#).

About Sling TV

Sling TV L.L.C. provides over-the-top television services, including general market, Latino and International live and on-demand programming. Sling TV is America's number one live TV streaming service, based on the number of subscribers publicly reported as of Aug. 3, 2018. It is available on smart televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two domestic streaming services that collectively include more than 150 channels and programming content from Disney/ESPN (Sling Orange/single-stream only), Fox (Sling Blue/multi-stream), NBC (Sling Blue/multi-stream), NFL Network (Sling Blue/multi-stream), NBA TV, NHL Network, Pac-12 Networks, HBO®, SHOWTIME, STARZ, AMC, A&E, Turner, Scripps, GSN, Hallmark, Viacom, EPIX and AXS. On select devices, Sling TV offers returning customers access to free content, à la carte channels and services, plus transactional live events and movies on-demand, without requiring a base subscription. Additionally, Sling TV offers a suite of

standalone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV also provides more than 300 channels in 22 languages across multiple devices to U.S. households. Visit <https://www.sling.com/>.

SOURCE Sling TV

For further information: Loretta Taylor, 1-720-514-8209, lloretta@sling.com

Additional assets available online:  [Photos \(1\)](#)