

SLING TV AND COMPETITIVE CARRIERS ASSOCIATION PROGRAM MAKES OTT-WIRELESS BUNDLE A REALITY FOR MEMBERS

Sling TV launches first-of-its-kind program with Competitive Carriers Association

CCA members now able to offer bundled wireless service with Sling TV on a single bill

“This new program helps level the playing field for CCA’s nearly 100 members in an increasingly competitive video industry, where providers constantly battle for customer loyalty”

ENGLEWOOD, Colo., Oct 25, 2017 – Sling TV today announced a deal with Competitive Carriers Association (CCA) to bundle the live and on-demand over-the-top (OTT) service with CCA members’ wireless plans for new and existing customers. The new program marks the first time members of CCA, an advocacy organization representing rural, regional and nationwide wireless telecommunications providers, can bundle wireless solutions with a robust entertainment option.

“This new program helps level the playing field for CCA’s nearly 100 members in an increasingly competitive video industry, where providers constantly battle for customer loyalty,” said Warren Schlichting, Executive Vice President of Marketing, Programming and Media Sales, Sling TV. “Now, Sling TV and CCA make it easier than ever to give CCA members’ 120+ million customers access to the popular entertainment they want at an industry-leading price.”

“We are delighted to partner with Sling TV, the leading live TV streaming service, on this new program, which will bring immense value to members, especially those that do not currently offer video,” said Steven K. Berry, President & CEO, CCA. “Customers of CCA members now will have the ability to easily bundle their wireless service with their Sling TV entertainment on a single bill.”

CCA members interested in learning more about the Sling TV program may contact business.development@sling.com for additional information.

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 the number one live TV streaming service based on the number of OTT households as reported by comScore as of April 2017. 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, NBA TV, NHL Network, Pac-12 Networks, HBO®, SHOWTIME, STARZ, AMC, A&E, Turner, Scripps, GSN, Hallmark, Viacom, EPIX, AXS and Univision. Additionally, Sling TV offers a suite of standalone and add-on Spanish-language packages and services 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/>.

About CCA

CCA is the nation’s leading association for competitive wireless providers and stakeholders across the United States. The licensed service area of CCA’s nearly 100 carrier members covers 95 percent of the nation. Visit www.ccamobile.org.

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