

# SLING TV ‘RIPS APART’ PAY-TV MODEL IN NEW MARKETING CAMPAIGN STARRING DANNY TREJO

New multimedia ad campaign, “Who’s Bad?!” airs nationwide across television, digital, mobile, social, print and new media platforms

Award-winning actor Danny Trejo embodies consumer pain points with traditional pay-TV in new spots

Produced in both English and Spanish, “Who’s Bad?!” targets both general market and Latino audiences

Four initial multimedia videos launch today

ENGLEWOOD, Colo., Aug 30, 2016 --

Sling TV today debuted a new multimedia marketing campaign, “Who’s Bad?!” featuring award-winning Hollywood actor Danny Trejo. The national campaign spans across television, digital, mobile, social, print and new media platforms, and positions Sling TV as the solution to traditional pay-TV pain points, including high costs, long-term contracts, rental equipment fees, annual price hikes, useless channels and poor customer service.

The campaign, produced in both English and Spanish, targets both general market and Latino audiences.

“When creating ‘Who’s Bad?!,’ our goal was to amplify the frustration that many consumers have with the traditional pay-TV model, and Danny Trejo mirrors this negative consumer sentiment with a breakthrough style and delivery,” said Glenn Eisen, chief marketing officer of Sling TV. “Danny is the authority on bad and gives a voice to the dissatisfied cable customer, setting the stage for a new consumer model and solution that Sling TV distinctly provides.”

“Our success is linked to one thing – giving our customers what they want – and as a result, our service has proven to be additive to the pay-TV industry,” said Roger Lynch, CEO of Sling TV. “Consumers are growing unhappy with the traditional pay-TV model and are increasingly leaving the pay-TV industry. The choice shouldn’t be ‘should I stay or should I go,’ which is why Sling TV’s programming portfolio and flexible model continues to offer more and more pay-TV customers an attractive option for their entertainment needs.”

## “Who’s Bad?!” Campaign

The ad campaign features Trejo against a black backdrop speaking direct-to-camera, personifying pay-TV subscribers’ simmering resentment of cable’s high prices and strong arm tactics. Trejo, known as an “authority on bad” from his role in films such as “Machete,” “Machete Kills” and “From Dusk Till Dawn,” reflects the negative sentiment many subscribers feel toward the pay-TV model and presents Sling TV as the solution.

Additional elements of the “Who’s Bad?!” omni-channel campaign include a homepage takeover of Sling.com and SlingTV.com, digital, mobile and new media ads, paid and organic social posts, YouTube videos, in-device promotions on Sling TV supported devices, print ads and other direct-to-consumer promotion. Sling TV subscribers will also see a curated selection of Danny Trejo’s movies in their Sling TV guide available to rent throughout the campaign.

With the launch of “Who’s Bad?!” Sling TV also introduced a new creative look and feel for the brand. The new look is sophisticated and simplifies the brand’s key messages. Featuring large, easy-to-read font against dark backgrounds, the brand now says more with less.

For more information about Sling TV, visit [sling.com/takebacktv](http://sling.com/takebacktv). View the new ads on [Sling TV’s YouTube channel](#).

## Sling Latino is Now Sling TV

Simple, affordable pricing and customizable packaging have always been hallmarks of Sling TV. Over the past several months, Sling Latino pricing and packaging have become simpler and more customizable. With Monday’s debut of “Who’s Bad?!” the Sling Latino brand has merged into the Sling TV brand, folding Spanish language and bi-lingual packages into the general market offering.

“The move reflects how our Latino customers have been buying Sling TV – most want both the general market offerings of Sling TV and the in-language and in-culture programming of Sling Latino,” said Eisen. “Our pricing and new branding are designed to make it easier and more appealing, following our customers’ lead on how they want to engage with us.”

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Since its [launch](#), Sling TV has grown its Spanish-language offering from 14 channels to nearly 40 channels, and continues to attract Hispanic households nationwide.

### About Sling TV

Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services, including general market, Latino and International live and on-demand programming. It is available on televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two streaming services, which collectively include more than 100 channels and programming content from Disney/ESPN (Sling Orange only), Fox (Sling Blue only), NBC (Sling Blue only), HBO®, AMC, A&E, Turner, Scripps, Viacom, EPIX and Univision. Additionally, Sling TV 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 250 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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Additional assets available online:  [Photos \(2\)](#)  [Video \(2\)](#)