

# SLING TV UNVEILS FIRST NATIONAL ADVERTISING CAMPAIGN

#TakeBackTV campaign presents Sling TV as the solution for millennial consumers frustrated with common pain points of traditional pay-TV providers

Campaign juxtaposes “Old TV” with Sling TV’s new TV model

Elements include TV spots, digital video and social media activations

ENGLEWOOD, Colo., Jul 20, 2015 --[Sling TV](#) today released its first advertising campaign nationally across TV, social and digital platforms. The #TakeBackTV campaign targets Sling TV’s strategic audience: the millennial generation that is increasingly opting out of traditional pay-TV subscriptions.

“Millennials have polarizing feelings about TV; they love the content, but hate the pay-TV model,” said Glenn Eisen, Chief Marketing Officer of Sling TV. “The #TakeBackTV campaign introduces Sling TV as a new model and solution for the millennial audience. It directly mirrors their sentiment toward the pain points that accompany traditional pay-TV, in an exaggerated, humorous and fun way.”

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The inaugural creative features kids personifying “Old TV” by heckling customers with the pain points of traditional pay-TV, including long-term contracts, expensive programming bundles, high prices, hidden fees and poor customer service.

View the new ads, “Old TV Model,” “Customer Service” and “Useless Channels” on the [Sling TV Official YouTube Channel](#). Sling TV will continue to unveil additional elements in the coming weeks. Camp + King, a San Francisco-based agency is responsible for the strategy, creative and content for the campaign.

Sling TV also unveiled its mission statement as an anchor to the entire campaign. Visit [www.slingtv.com](http://www.slingtv.com) to learn more.

Sling TV’s “Best of Live TV” includes more than 20 channels for \$20 per month. The core package delivers ESPN, ESPN2, AMC, A&E, TNT, HISTORY, H2, TBS, Food Network, HGTV, Travel Channel, IFC, El Rey, Adult Swim, Cartoon Network, ABC Family, Disney Channel, CNN, Bloomberg TV, Lifetime and Galavisión. This package additionally features access to WatchESPN, including ESPN3 and an extensive library of VOD entertainment. 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 Latino add-ons, “Deportes Extras” and “Películas & Novelas Extra,” each for \$5 per month. In addition to live channels and VOD entertainment, Sling TV customers have access to popular content from Maker Studios.

To keep up on the latest news from Sling TV, visit [www.blog.sling.com](http://www.blog.sling.com).

## 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 Video-On-Demand programming. It is available on televisions, tablets, computers and smartphones. The Sling TV programming portfolio includes content from Disney/ESPN, HBO, AMC, A&E, Turner, Scripps, EPIX, Univision and Maker Studios. Sling Latino offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. Hispanics. Sling International currently provides more than 200 channels in 18 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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