

1 all right. We've got -- if we set it up with one
2 television with high definition, the other standard,
3 you'll have the DVR that's attached to the second
4 TV.

5 MS. BARBER: Okay.

6 TYLER: Okay. So with this, we're
7 looking at a low monthly price of \$50.99. After
8 that discount, you're looking at 49.99 a month.

9 MS. BARBER: After the paperless
10 billing discount?

11 TYLER: After the first year, we're
12 looking at 65.99.

13 MS. BARBER: Okay. And then after the
14 first year, is that 65.99 guaranteed for the next
15 year?

16 TYLER: That's right.

17 MS. BARBER: Okay. And do these
18 prices ever go up?

19 TYLER: Maybe after you're out of your
20 contract. That's hard to say looking this far out.

21 MS. BARBER: Okay.

22 TYLER: But in the two years, you're
23 safe.

24 MS. BARBER: Okay. All right. So let
25 me review. I would have two -- one TV hooked up as

1 CBS, ABC, Fox, you get them all in high definition,
2 all the major networks. You get a lot of locals
3 actually in Denver.

4 MS. WILD: Uh-huh.

5 CHRIS: 44.99, tax is 80 cents, so
6 45.79, that's out the door.

7 MS. WILD: Okay.

8 CHRIS: Two through month 13, we're
9 going to give you a \$10 discount. So it'll go to
10 35.79 months 2 through 13. At the second year, the
11 35, you'll get a onetime price increase.

12 MS. WILD: Uh-huh.

13 CHRIS: That's going to go -- you'll
14 get 20 -- \$20 price increase.

15 MS. WILD: Uh-huh.

16 CHRIS: So it'll go to 55. So 45.35,
17 and then 55.

18 MS. WILD: Oh, okay.

19 CHRIS: Does that make sense?

20 MS. WILD: Yeah. So the first year,
21 it's going to be 35, and then the second year it'll
22 be 55?

23 CHRIS: 55, right.

24 MS. WILD: Is that a set price?

25 CHRIS: Oh, yeah.

1 MS. WILD: Okay.

2 CHRIS: As long as you make no
3 changes, sure.

4 MS. WILD: As long as I don't make any
5 changes. Okay.

6 CHRIS: Yeah.

7 MS. WILD: And will the -- will the
8 channels always stay the same?

9 CHRIS: Yes.

10 MS. WILD: Okay.

11 CHRIS: They don't really take
12 channels away.

13 MS. WILD: Uh-huh.

14 CHRIS: But a lot of times we'll add
15 certain channels to packages.

16 MS. WILD: Uh-huh.

17 CHRIS: Like we just moved -- I think
18 it was National Geographic we just moved from the
19 250 to the 200. So like it used to be that you
20 would have to get the 2 -- the 2 -- America's Top
21 250 to get National Geographic.

22 MS. WILD: Uh-huh.

23 CHRIS: But now -- now it's in the
24 200. But we don't really -- I mean, there's not
25 really a whole lot of moving stuff around that I've

1 CRYSTAL: That's what it would be.
2 The regular price is the regular price.

3 MS. BARBER: Okay. So then it would
4 be that -- how long is the contract that I would
5 have with Dish Network?

6 CRYSTAL: Two years.

7 MS. BARBER: Okay. So my price that I
8 -- that I agree to with you today would be
9 guaranteed. Would it be guaranteed for two years?

10 CRYSTAL: Yes.

11 MS. BARBER: Okay. So I wouldn't --
12 it wouldn't go up? I wouldn't have any problems
13 with additional fees or anything?

14 CRYSTAL: No. No. We don't -- we
15 don't raise our rates like the cable companies do.

16 MS. BARBER: Okay.

17 CRYSTAL: Your -- what we're quoting
18 you today is what you're going to be at.
19 Occasionally, we do have rate increases, but usually
20 we then do the two-year price lock in after that.

21 And to our customers, you know, we've raised our
22 rates maybe \$2 to \$5. That's the max usually ever.

23 MS. BARBER: Okay.

24 CRYSTAL: And then that's where you're
25 at, so then another two years, then we may choose to

1 a two-year contract or --

2 SHAUN: Yep.

3 MS. BARBER: Okay.

4 SHAUN: (Inaudible) a 24-month agreement,
5 and your prices are guaranteed during that 24-month
6 agreement.

7 MS. BARBER: Okay. That's what I needed
8 to know. Thank you.

9 SHAUN: My pleasure. Have a great day.

10 MS. BARBER: You too. Bye-bye.

11 * * * * *

12 MS. BARBER: This is Vicky Barber,
13 investigator with the Colorado attorney general's
14 office. Today's date is May 7th, 2012. The time is
15 9:25 a.m. I'm placing a phone call to Dish Network at
16 888-926 -- 888-926-5457. Star 6 will block the call.

17 RECORDING: Thank you for choosing Dish.
18 To continue your call in English, press 1.

19 If you already have Dish or have an
20 installation scheduled, press 1. If you are not yet a
21 Dish customer, press 2. Please hold for the next
22 available customer service representative.

23 RECORDING: To ensure quality, your call
24 may be monitored or recorded.

25 UNIDENTIFIED SPEAKER: Thank you for

1 MS. BARBER: And then when that year is
2 up, what does it go up to?

3 MATTHEW: The regular price at 44.99.

4 MS. BARBER: Okay. And then how long --
5 am I guaranteed that 44.99 price from then on or what
6 happens?

7 MATTHEW: You are. You are. We don't
8 continuously raise rates every year. **It's actually**
9 **written in contract not to increase for five years.**
10 But that package hasn't increased at the regular price
11 for about seven -- several years now. And the only
12 thing that's really increased are the first-year
13 discounts that we provide.

14 MS. BARBER: Okay. So you said a
15 contract, I have to -- do I have to sign a contract?

16 MATTHEW: There's a 24-month agreement, a
17 24-month contract --

18 MS. BARBER: Okay.

19 MATTHEW: -- (inaudible) you know, the
20 first and second year. Of course, we want you to
21 (inaudible) with us forever, but it's just a two-year
22 agreement.

23 MS. BARBER: Okay. So you're saying that
24 if I sign a 24-month agreement, I get the 24.99 for a
25 year, and then I get the 44.99 from then on.

1 MS. BARBER: Okay.

2 MARK: You're with Comcast or you
3 still are?

4 MS. BARBER: Yes, I'm still with
5 Comcast.

6 MARK: Have they cancelled shows that
7 you like?

8 MS. BARBER: No, I haven't had that
9 happen.

10 MARK: Yeah, you probably won't have
11 it happen with us either.

12 MS. BARBER: Okay. So that's the
13 American Top 200 package, correct?

14 MARK: Yes.

15 MS. BARBER: What about -- and the
16 prices during this time, they don't change -- is
17 there any change in the pricing during this time if
18 I sign a two-year contract?

19 MARK: No. Once you sign up for the
20 contract, your first year will be 39 -- 34.99 for
21 that package.

22 MS. BARBER: No matter what?

23 MARK: The second year will be 59.99.
24 You're under a contract, it can't change.

25 MS. BARBER: So you can't change that

1 price if I sign a contract for two years?

2 MARK: Just like any other contract
3 you sign.

4 MS. BARBER: Okay.

5 MARK: The price -- if you have
6 something in writing, we wouldn't do that to you.
7 We're a Fortune 500 company, we're actually in the
8 top 200.

9 MS. BARBER: Okay.

10 MARK: And we got there by having
11 sound business ethics. And we have a great product
12 and we have got the best pricing out there, probably
13 the best service and best product.

14 MS. BARBER: Yes.

15 MARK: If you have something in
16 writing from us and we changed it, we can't do that
17 to you because you have it in writing. You have a
18 contract.

19 MS. BARBER: Well, I've just had
20 different experiences with different contracts, and
21 sometimes I think they're one way and then they turn
22 out to be another way. And so I just want to be
23 very clear that this is a contract that if I enter
24 into it that nothing will change.

25 MARK: If you order pay -- if you

1 now we do have it at a low rate of 74.99 for a
2 month, for the following 12 months.

3 MS. WILD: For 12 months?

4 VLADIMIR: Yes, ma'am. After the
5 12-month period, it would go up for \$30. So you'd
6 be paying 104.99.

7 MS. WILD: And how long would that
8 price be good, the 104 --

9 VLADIMIR: From then on. It wouldn't
10 go up any higher.

11 MS. WILD: So is that a promise that
12 for the first 12 months the price won't go up?

13 VLADIMIR: For the first 12 months,
14 the prices will be frozen.

15 MS. WILD: Okay.

16 VLADIMIR: At the rate of 74.99.

17 MS. WILD: Uh-huh.

18 VLADIMIR: So you're looking at right
19 there over \$360 of savings just in the first 12
20 months. And then, from then on, it goes up to
21 104.99, which is our basic price.

22 MS. WILD: Uh-huh.

23 VLADIMIR: It will not go up. It
24 stays frozen at that price, as long as you are a
25 Dish customer.

1 Vicky, and I'm just calling for some basic information
2 about pricing and procedures and setting up a package.

3 ASHLEY: I can help you with that.

4 MS. BARBER: Okay. I received a flyer in
5 the mail, and it says Dish -- I could have Dish
6 Network, the America's Top 200, for 34.99 per month for
7 a year.

8 ASHLEY: Yes, ma'am.

9 MS. BARBER: And that's what I'm
10 interested in. I have two TVs, and one is HD, so could
11 I get that for that price of 34.99?

12 ASHLEY: Absolutely.

13 MS. BARBER: All right. Are there -- and
14 when you say 34.99 (inaudible) for a year, am I locked
15 into that price for a year?

16 ASHLEY: Yes, ma'am, you will get that
17 price for an entire year. It is a two-year contract,
18 in the second year it goes to 59.99 if you decide to
19 stay in that same package.

20 MS. BARBER: Okay.

21 ASHLEY: And once the contract is up,
22 it -- the prices don't go up again like Direct does,
23 the price stays 59.99.

24 MS. BARBER: So for the following year I
25 would have that guaranteed price?

1 ASHLEY: For as long as you're a Dish
2 customer, yeah, you are going to get that 59.99.

3 MS. BARBER: Oh, as long as I'm a Dish
4 customer, forever?

5 ASHLEY: Yes, ma'am.

6 MS. BARBER: That 59.99? Okay. I would
7 also like a DVR. Does that come included in that
8 package?

9 ASHLEY: Actually, as long as I can get
10 you qualified, I can give you a free upgrade to a DVR.
11 Your bill would end up being \$40.99 a month for both
12 TVs, the DVR would be on those TVs.

13 MS. BARBER: Okay. I'm sorry, it would
14 be 49.99 a month, is that what you said?

15 ASHLEY: \$40.99.

16 MS. BARBER: I see, \$40.99, okay. All
17 right. Well, I just needed to get that information and
18 share that with my husband. And can I give you a call
19 back, Ashley?

20 ASHLEY: Yeah, absolutely. You have
21 a pen, right?

22 MS. BARBER: Yes.

23 ASHLEY: Okay. The direct line then is
24 866 ...

25 MS. BARBER: Okay.

1 DirectTV does that. First they give you -- DirectTV,
2 what they do is they (inaudible) a price like, for
3 example, our price 74.99.

4 MS. WILD: Uh-huh.

5 VLADIMIR: For the first say -- for
6 the first 12 months, and then six months after
7 that -- I mean, first 12 months, then it changes to
8 104.

9 MS. WILD: Yeah.

10 VLADIMIR: (Inaudible) prices, right?

11 MS. WILD: Right.

12 VLADIMIR: And then that 104, six
13 months after that, they raise it again.

14 MS. WILD: Uh-huh.

15 VLADIMIR: And then six months after
16 that, they raise it again. Ours stay locked.

17 MS. WILD: Okay.

18 VLADIMIR: It doesn't move.

19 MS. WILD: So --

20 VLADIMIR: If you're committing to
21 24 months.

22 MS. WILD: Okay. So what -- what does
23 happen if I cancel at -- let's say, you know, I get
24 my 12 months, and then -- and it gets to the 104.99,
25 and I'd just like the cancel at month 13, what would

1 MS. BARBER: Okay.

2 JEFF: You can do a direct withdrawal
3 each month out of a -- like a bank card too. You
4 can do that also, or a draft off a check too, each
5 month.

6 MS. BARBER: What does it cost if you
7 don't do the autopay?

8 JEFF: Just the bonus is gone.
9 There's no -- there's a \$10 -- we get -- \$10, what
10 we call an online discount, if customers do autopay.

11 So if you don't do that, there's a --
12 the cost will be 44. Because there's still a new
13 subscriber discount, but there's an additional
14 discount if you do autopay.

15 Say you didn't do the autopay, your
16 price for the AT 200 would be \$44.

17 MS. BARBER: Okay. And the autopay is
18 34.99 from then on. For how long?

19 JEFF: That's for a year. The price
20 goes back to its standard price after a year, which
21 will be 59.99.

22 MS. BARBER: Okay. And how long is
23 the -- how long is the contract?

24 JEFF: 24 months.

25 MS. BARBER: What happens at the end

1 of 24 months?

2 JEFF: Your price will just stay the
3 same, unless you wanted to -- you'd be out of your
4 commitment. So you could either, you know, continue
5 to stay with us or you could, you know, go on.
6 Because you're out of your contract, so you're under
7 no obligation to, you know, stay with Dish.

8 Say you wanted to cut off your TV
9 services, or I don't know, just the price doesn't
10 change after your contract.

11 MS. BARBER: Okay.

12 JEFF: It just stays on infinitum.

13 MS. BARBER: So -- okay. So then it
14 would be 59.99 forever?

15 JEFF: Forever.

16 MS. BARBER: Okay. That's sounds
17 pretty good. So what happens if for some reason I
18 had to cancel during the duration, before the
19 contract expired?

20 JEFF: There's a \$17.50 charge per
21 month that's remaining on the contract.

22 MS. BARBER: Is that for every month
23 that remains on the contract?

24 JEFF: Correct.

25 MS. BARBER: Okay. And does it ever