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Mr

Date: 16th September 2003

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Great news – your Sky⁺ subscription is now FREE!

Dear Mr

Account Number: -----

The best things in life are free – and now that includes your Sky⁺ subscription! As you subscribe to more than one premium channel, your Sky⁺ subscription will be **free** from **1st October 2003**. So settle down to enjoy your favourite TV whenever it suits you with Sky⁺ - it's now better value than ever!

FREE Sky⁺ subscription – without lifting a finger!

With your **FREE Sky⁺ subscription**, you'll save money while still enjoying all the great benefits of Sky⁺! You'll first see your saving on your November bill. Regardless of how you pay, the new pricing comes into effect from **1st October 2003**. If you're billed on or after the **2nd** of the month, your bill will show a backdated credit to reflect the drop in price. And we have taken care of everything for you – so you will automatically save money!

How your payment will change

Your total Sky subscription is due in advance and your current monthly charge is £43.00 per month. Your new subscription payment will be £33.00 per month and we'll collect your first payment of £22.35 from your chosen credit card/bank account on, or just after, 03/11/2003. This includes any subscription or standalone premium channel offers you are currently benefiting from. This payment covers from 03/11/2003 to 02/12/2003. We'll continue to collect payments on or just after the 3rd of every month, but if you'd like to choose a different date, just let us know.

Now all you've got to do is keep enjoying Sky⁺ – and decide what to do with the money you'll save with your FREE Sky⁺ subscription!

Happy viewing!

Ian Shepherd
Customer Marketing Director

Free Sky⁺ subscription terms and conditions: From 1st October 2003 you can benefit from a FREE Sky⁺ subscription if you have a Sky digital subscription for your Sky⁺ box to a package that includes more than one Sky premium channel (excluding bonus or other free channels), i.e. package options 1A-6K inclusive in the Sky digital subscription contract. Sky premium channels are Sky Sports 1, Sky Sports 2, Sky Movies Premier and Sky Movies Max. If you end your digital subscription contract or change to a package that does not qualify for free Sky⁺ subscription you will be charged the then applicable charge for your Sky⁺ subscription. Standard Sky⁺ subscription terms and conditions apply.



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