



April 5, 2007

Dear iN DEMAND affiliate:

iN DEMAND is happy to announce that baseball is back! Beginning immediately, MLB EXTRA INNINGS will be in full swing.

Although more details will follow, here is some key information to get you started:

Dates and Suggested Retail Prices

Kick-off date:	April 5, 2007
Early Bird Free Preview:	April 5 – April 8
Early Bird Offer Ends:	April 15
Early Bird Pricing:	\$159.96 or four installments of \$39.99
Regular Season Package:	April 16 – July 8
Regular Season Pricing:	\$199.96 or four installments of \$49.99
Half Season Offer:	July 9 – August 31
Half Season Pricing:	\$129.00 or four installments of \$32.25
Pennant Race Package:	September 1 – September 30
Pennant Race Pricing:	\$59.00 no installment option
Season end date:	September 30

MLB EXTRA INNINGS Schedule: The schedule the month of April accompanies this memo and will be available on our website as soon as possible.

Channels GAME11-14 Reminder: As of January 22nd, four (4) additional GAME channels were added to the AMC1/13 multiplex in order to address both the NHL and MLB overlap period & the amount of simultaneous games available as part of MLB EXTRA INNINGS throughout the season. For those systems that have not yet launched the additional four (4) GAME channels, we urge you to submit an authorization form and launch the channels as soon as possible since MLB games will be scheduled on these channels. Please contact your affiliate representative for the appropriate forms.

MLB EXTRA INNINGS HD Games: iN DEMAND will again be providing a High-Definition version of select games already included in the MLB EXTRA INNINGS package. These bonus HD games (approximately 5 per week) should be made available to all existing package subscribers with HD set-tops and television sets. Please see the “MLBXI-HD Operational/Technical Information” section below for more details.

Marketing Materials: MLB EXTRA INNINGS ad slicks, consumer copy and package information will be available on our affiliate website in the near future. A communication will be sent out with these dates shortly.

Please use only the approved copy and artwork – along with the legal disclaimer for MLB EXTRA INNINGS.

If you choose to create any materials not supplied in the cyberkit, you must receive prior written approval of both iN DEMAND and Major League Baseball. Please allow 10 business days for approval. A checklist with guidelines is contained in the kit.

Video spots will be added to the feed once they are available. An email will be sent to you when we have the specific date the spots will be ready.

Please address any other marketing questions or needs to your iN DEMAND Affiliate Representative.

OPERATIONAL/TECHNICAL INFORMATION

All headends who offered the package last year have been automatically authorized for the package. ***Please verify your receiver authorization as soon as possible.***

Similar to previous seasons, we will have an overlap of seasons for the MLB EXTRA INNINGS and the NHL CENTER ICE packages as they reside on the same transponder. After working through the details with both of these leagues, iN DEMAND will do the following to accommodate both sports during the overlap period:

- 1) Please plan to air the MLB EXTRA INNINGS Free Preview (April 5 - 8) in its entirety.
- 2) iN DEMAND will have two different game slates up during this overlap time frame. An NHL CENTER ICE slate will precede the hockey game channels (most often channels GAME1 - 5) while an MLB EXTRA INNINGS slate will precede the MLB game channels (most often channels GAME 6-14). If your MLB EXTRA INNINGS customers say they don't see any baseball games (unless it is Sunday night when we don't carry any MLB games due to ESPN exclusivity) please tell them to scroll through the GAME channels and look for the MLB slate. Due to the potential number of games available on any given night, it is possible that it may be necessary for MLB games to air on GAME1-5, or for NHL to air on GAME6-14 during this time.
- 3) Schedules for both the NHL CENTER ICE games (conclusion of the regular season and select Stanley Cup playoff games) and the MLB EXTRA INNINGS games airing in April will be released via email, and will be posted at www.indemand.com as soon as the information becomes available.

Free Preview information:

- Locally Controlled Systems: Please be sure to open up your MLB EXTRA INNINGS GAME 1-14 channels to all subscribers between April 5th – 8th.
- Nationally Controlled Systems: HITS will open up your MLB EXTRA INNINGS GAME 1-14 channels automatically.
- As a reminder, normal blackout restrictions apply during any free preview.

Finally, and most importantly, please REMEMBER to DEAUTHORIZE all NHL CENTER ICE subscribers at the end of the 2nd round of the NHL Stanley Cup Playoffs (date: TBD). This will ensure that NHL CENTER ICE subscribers are not given free access to the MLB EXTRA INNINGS package after the NHL playoff coverage has concluded.

SERVICE AREA/BLACKOUT INFORMATION

All currently launched MLB-only systems (carrying MLB EXTRA INNINGS and **not** NHL CENTER ICE and/or NBA LEAGUE PASS) must submit the "2007 Zip Code/Service Area

Update" form (attached), indicating any changes to the service area each headend serves ***immediately.***

- Systems should fill out the top of the form, check the appropriate box indicating if changes have occurred, and fill-in zip codes or hub sites which need to be added or removed from what already is on file. iN DEMAND must receive a form from each headend and hub site, even if no changes have occurred.
- All other systems (carrying MLB and NBA and/or NHL) will need to resubmit this summer to prepare for the fall sports launches. PLEASE DO NOT RESUBMIT PAPERWORK FOR THESE SYSTEMS AT THIS TIME.

The current 2007 MLB EXTRA INNINGS Restrictions and Blackout Information document accompanies this memo. Please be sure to check your system's designation as some have changed as a result of information received for the January 22nd transponder reconfiguration. Any changes that result from any "2007 Zip Code/Service Area Update" form, mentioned above, will be communicated individually as soon as possible.

MLBXI-HD Operational/Technical Information:

Beginning April 9th, iN DEMAND will be providing a High-Definition version of select games already included in the MLB EXTRA INNINGS package on the GAMEHD channel. These bonus HD games (approximately 5 per week) should be made available to all existing package subscribers with HD set-tops and television sets. *For those systems choosing not to offer MLBXI-HD games, you do not need to do anything in order to continue carrying the standard definition MLBXI games.*

The MLB EXTRA INNINGS High Definition games will be available via the GAMEHD service on Satellite AMC-10, Transponder 7 C-Band (AMC-10/7).

GAMEHD Authorization Information:

- Only those systems currently authorized for MLB EXTRA INNINGS may request authorization for the HD version of the MLB games available on GAMEHD.
- Systems not yet signed up for MLB EXTRA INNINGS HD games on GAMEHD must complete an authorization form to offer the channel. Please contact your affiliate representative for the appropriate forms.
- We highly recommend that GAMEHD is offered to the existing (same) service area that you are currently delivering the sports packages to. By doing so, blackouts for both SD and HD games will be the same, and your customers will not be negatively impacted.
- If you are a nationally controlled system and are adding GAMEHD, you will need to submit appropriate paperwork to HITS to get the service added to your channel map.

GAMEHD Scheduling Information:

- Unlike previous seasons, select games will be offered on GAMEHD throughout **the week**. Please refer to the MLB EXTRA INNINGS schedule for game availability.

Games airing on GAMEHD will be noted in the schedule with, "Available in HD on GAMEHD."

GAMEHD Customer authorization:

- **Pay-Per-View billing files WILL NOT BE PROVIDED for games airing on GAMEHD!** This channel should be treated as a premium/subscription service similar to the standard definition GAME channels. The HD games are being offered as a 'value add' to the current packages and should be made available to existing package subscribers at no additional cost.

As always, please contact your iN DEMAND Affiliate Representative with any questions you may have.

Sincerely,

Ed Reinhardt
iN DEMAND