

# HyperLink

## Hello from DISH!

Dear Hyperlink Retailer,

Please read below an important message from Erik Carlson, President and CEO of DISH:



Dear Boost dealers,

On behalf of DISH, I want to touch base and let you know how excited we are about the recent news and our future together.

My name is Erik Carlson, President and CEO. My own career is a testament to the tremendous opportunity you can find with DISH. I started here as an account executive working with independent dealers in a small office outside Chicago 24 years ago, and I've been here for every customer we've signed up since.

As a founder-led, customer-focused organization, we have a proud and exciting history as a disruptor and innovator. We disrupted pay-TV by launching satellite TV and achieving the status of the third largest pay-TV provider, and later delivering the nation's first live streaming TV service with Sling TV.

For many years now, we have been working toward the goal of becoming a disruptive competitor in the wireless industry. We are incredibly excited to welcome Boost dealers as a part of that effort. Technology accelerates innovation and market disruption, and we're excited about the opportunities presented by 5G and our ability to change the very nature of the industry. In fact, we want to change the way the world communicates.

We understand the importance of a strong dealer network; it's been critical to our success. Boost has an extremely robust and successful dealer community, and we're excited about our opportunity to continue to grow the business together.

This is certainly an exciting time for all of us. I love our team and the pride we bring to what we do, and I think you will, too.

As you know, this transaction is subject to regulatory approvals. In the meantime, I understand there may be some uncertainty. You probably have many questions. I want to assure you that, to the extent the agreement framework allows, we'll work with your leadership to keep you updated on our progress and to share more about DISH.

Again, we look forward to meeting you.

Erik

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