

HBO[®] DEALER DOLLARS

2026 OFFICIAL RULES AND REGULATIONS

PROGRAM DESCRIPTION

A sales rep can receive up to \$9.00 for each qualifying room/unit on the new sale or renewal of a bulk linear HBO property made during the program period, based upon the length of the contract. Each qualifying sale or renewal with a 3-4 year contract made by a sales rep will entitle such sales rep to \$6.00 per room/unit. Each qualifying sale or renewal with a 5+ year contract made by a sales rep will entitle such sales rep to \$9.00 per room/unit. Participants must record each sale of a bulk linear HBO property, including total number of rooms/units, on an incentive reward request form and include a copy of the fully executed contract with the property. HBO reserves the right to audit all submitted information. Any submission documents that are late, lost, misdirected, illegible or incomplete will be void. All entries become the property of HBO and will not be returned.

ELIGIBILITY

Recipients of prizes must submit all appropriate documentation, including a completed personal W-9 form/ACH banking information, be actively employed by a participating satellite provider, be in good employee standing at time of notification and receipt of prize, and be 18 years of age or older. If not, they forfeit their right to a prize, subject to qualifications. If mailing address and/or banking information changes for payment disbursements during the course of the program, recipients are required to notify HBO immediately by e-mailing HBOBulkSubmissions@wbd.com and will be required to provide current information before payments are issued. As not all satellite providers are authorized for this program, confirm participation with associated distributor prior to submission. Eligible bulk properties include franchise hotels and multi-dwelling unit (MDU) properties with 10 or more units, for linear service only with an a la carte HBO rate. The following are not eligible for Dealer Dollars: University housing, corporate, regional or national-level bulk property deals. The property must enter into a binding, fully executed contract with the participating Satellite Provider requiring carriage of services for a minimum of 3 years and HBO must be launched on a bulk-based basis as a part of such contract during the program period. Participant may be subject to a chargeback should the property discontinue carriage of HBO service prior to completion of the executed contract. An annual cap of \$25,000 (individual) or \$50,000 (aggregate for all individuals working for or on behalf of a corporate dealer) applies for Dealer Dollars per year, subject to eligibility requirements and the satellite provider and dealer and/or individual's continuing eligible participation in the Dealer Dollars program. Void where prohibited or restricted by law. Reps with pending corrective action and/or written disciplinary action during the incentive promotion are ineligible. HBO reserves the right to determine eligibility at its sole discretion. Incentives are subject to change at any time without notice. Incentive prizes are non-transferable. No prize substitutions will be allowed. Participating satellite providers' policies pertaining to the acceptance of a prize by an employee will be honored by HBO. This program begins on January 1, 2026 and ends on December 31, 2026.

GENERAL

Participants agree to be bound by the terms of these official rules, which are final. All federal, state and local laws apply. Prize winners grant to HBO the unrestricted right to use their name and likeness for any advertising and promotion purposes, without further compensation, except where prohibited by law. Participants agree that HBO, its parent company, subsidiaries and affiliated companies, affiliates, agencies and employees shall not be liable for injury, loss or damage of any kind resulting from participating in this program or from the acceptance or use of a prize. Participants acknowledge that any acceptance, participation in and/or use of any prize is solely at their own risk. In the event of a dispute as to the winner of an incentive prize, HBO will consult with the sales rep's supervisor, with final determination in HBO's sole discretion. HBO is required to issue a 1099 Form for cash or prize of \$600 or more per individual during the year. All taxes, based on rewards earned, is the sole responsibility of the participating satellite provider or sales rep and not HBO. Please allow 6-8 weeks for processing. Other rules/restrictions may apply.

For further questions, contact HBOBulkSubmissions@wbd.com.

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