



New ARVC Member Benefit

Announcing National Satellite Television Agreement

Start Saving \$\$ Now!

For the past several months, ARVC has been negotiating with the major satellite television companies to give you exclusive access to a new and exciting, cost effective, channel rich, entertainment option for you and your guests.

We are very pleased to announce an agreement has been reached with Just In Time Communications, Inc., a national DIRECTV dealer, to bring you premier satellite service from DIRECTV, the nation's pre-eminent satellite television provider with over 50 million customers. Just In Time Communications, its certified service/installation subsidiary, has been with DIRECTV for fourteen years serving all 50 states with service and support. The deal includes the following benefits, exclusively for ARVC Members:

- **Customized Channel Lineup For Your Park**: You, the park owner, actually get to build the channel lineup that makes the most sense for you and your customers! With cable, everyone on the cable system must take the same common basic and expanded tier channels as required by the cable company. In the end, you get many duplicate channels you'll never use (quantity), but not necessarily get the channels you want (quality).

Under this new ARVC agreement, you'll now be able to pick and choose the channels that matter most to you. That's a radical change from what cable companies and other satellite television companies are offering you now! Using the attached **Base Level** menu, you can select from over 100 of your favorite channels for one low price. Additionally, you can customize your park's channel lineup, to include any number of your local market broadcast stations (ie NBC, CBS, ABC, Fox, etc. based on your zip code), the ESPN package, and all your favorite movie packages.

The Best Part of the Deal--Free Equipment! If you are planning to convert from your existing cable operator or a different satellite provider, or install satellite service for the first time, you'll need new digital satellite signal reception equipment that will be housed in a park office room or small outside shed that has a climate-controlled temperature requirement of 45-85 degrees.

As an exclusive benefit available only to ARVC Members, for up to the first 24 channels you choose, the headend reception equipment (i.e. channel modulators/receivers) will be free, a value of approximately \$5000. To be eligible for this free equipment, your park must commit to a 60 month agreement and a minimum of at least \$4.00 programming cost per site drop per month.

Any other channels you want to add a la carte above the first 24 channels can be added at a one-time special capital cost of \$200 per channel for the additional equipment. This keeps the cost of conversion from your existing cable company or other satellite provider to DIRECTV extremely low.

Additionally, for a one-time capital cost of \$250, you can include your own **Local Park Channel** to highlight your park's schedule of events, emergency exits, site info, check in/check-out times, or anything else you wish to promote or communicate to your campers during their stay. This channel ties into your parks preferred delivery system, such as a computer or DVD player, for constant update capability.

- **Ultra Competitive Pricing:** Through the cooperative buying power of ARVC, you will be able to enjoy the most favorable monthly programming rates available from DIRECTV, which should be well below what your local cable company or other competing satellite providers can offer. You can choose any or all 100 channels from the **Base Level** menu for just \$2.50 per site drop per month (ie: a site drop is the wire leading to each campsite that offers television) for the first twelve months 2-13, which will go to \$2.95 per site drop per month in month 14 (Oddly, DIRECTV insists on month 1 at \$2.95/site drop as well). While there is no price protection over the balance of the 60 month term, DIRECTV is known to be very price competitive and ARVC members will only see a rate increase if it is universally applied across all of DIRECTV. In fact, DIRECTV has only raised its rates a total of just 3.9% over the past ten years (roughly .4% per annum).

You can also select an ESPN channel package, including a minimum of four ESPN channels, for an additional \$3.69 per site drop per month, which represents a 15% discount over normal commercial rates. If this ESPN package price increases, ARVC members are guaranteed to receive this 15% discount over the entire 60 month term.

Additionally, adding any compliment of the local broadcast channels from your market (ie CBS, NBC, ABC, Fox, etc.) is a flat \$41.99 per month per park (regardless of the number of site drops in the park).

Finally, if there are any special regional sports channels you wish to add to your custom lineup, such as NESN New England Sports Network, SportsSouth or YES, you can easily do so by referring to the ala carte "Regional Sports Channel" menu attached for an additional cost.

These above rates and free equipment apply only to parks that are willing to commit to at least a \$4.00 per month/per site drop in ongoing programming cost and a 60 month agreement. To add ESPN at \$3.69 per drop/month, your park must have at least 50 sites, otherwise the rate is \$4.25.

Small Parks or Parks Wanting a Simple 12 Channel Television Amenity: Parks that want a low channel option can now enjoy a 12 channel rack of equipment at a special one- time capital cost of \$1899, by combining your local broadcast programming and any number of other channels from the “Fundamentals Pak” that you choose. The total cost of programming per month will be \$1.80 per site drop per month plus the optional \$41.99 flat rate per park (regardless of number of site drops) for local broadcast channels (NBC, CBS, ABC, Fox, etc. based on your zip code). There is no contract term (ie you can go month to month) nor is there a monthly programming cost commitment in order to take this 12 channel option. Like all programs that are part of this deal, there is no monthly programming price protection into the future.

- **Installation rate of just \$999.00 per park (normally up to \$2500).** Our goal was to keep your capital cost of conversion extremely low. Under this agreement, all the costs associated with equipment crating, shipping, and rack installation at your park by certified Just In Time personnel will be covered for this low price of \$999, anywhere in the US.

For Parks With Existing Video Systems: If you already have existing video infrastructure in your park from an incumbent cable television or other satellite provider, this \$999 installation package covers all costs to get signals from the racks in your shed or office location to the site drops where your customers can plug in. The installation cost includes performance testing and signal balancing (amplification not included, if needed) to insure proper signal levels are achieved for all site drops on the park system, (a fee which normally costs anywhere from \$10- \$25 per drop that has been waived.) In most cases, you'll be able to plug your new rack equipment into your existing distribution system and be good to go.

For Parks Without Existing Video Systems: If you are installing a completely new video infrastructure at your park (ie no incumbent cable or satellite provider), there will be potential trenching and conduit work needed to get signal out to the sites. This will be an additional cost over and above the \$999 base installation fee which will depend on many custom factors, ie number of sites, soil condition, etc. Just In Time Communications has agreed to make its technical department available for a park survey and will honor commercial dealer rates of material and labor to complete the job to your satisfaction at the best possible price.

For a complete illustration of what the capital payback would be for a typical 100 site park that currently has a local cable television provider at \$12 per site drop per month, based on YR 1 DIRECTV programming rates, please refer to the following table:

Typical 100 Site Park:	Unit Number	Ongoing Programming Cost Per Site Drop/Month	OneTime Capital Cost	Extended Cost
# Site Drops	100			
Channels:				
ESPN Channels	4	\$ 3.69		\$ 369.00
Local Broadcast Channels	4	\$ 0.42		\$ 41.99
Regional Sports Channels	1	\$ 0.99		\$ 99.00
Local Park Channel	1	\$ -		\$ -
Other Base Level Channels	23	\$ 2.50 *		\$ 250.00
Total	33	\$ 7.60		\$ 759.99
Capital:				
Satellite Reception Equipment:				
Channels 1-24	24			Free
Local Park Channel	1		\$ 250	\$ 250
Additional Chs Above 24 @ \$200 per channel	8		\$ 200	\$ 1,600
Installation	1		\$ 999	\$ 999
Total Capital				\$ 2,849
Capital Payback:				
Assume Cable @ \$12.00/drop/mo programming	100	\$ 12.00		\$ 1,200.00
DirecTV				\$ 759.99
Programming Cost Difference/Mo				\$ 440.01
Payback in Mos (Total Capital/Programming Difference)				6.5

*\$2.50 rate applies to months 2-13 only; rates move to \$2.95 per site drop/mo at month 1 and 14

The above analysis indicates that after about 6.5 months, this typical 100 site park would be in a more profitable position by switching from cable to DIRECTV, having paid off all capital equipment and installation, and now being able to save \$440 per month after reaching the seventh month. Even with YR 2 rate escalation of the Base Level channels from \$2.50 per month to \$2.95 per month, the savings are still a very respectable \$395 per month. **In a 100 site park, just one month of savings from this agreement would more than pay for your annual ARVC dues.**

Aside from the favorable economics, continued other benefits of this agreement include:

- **Ultimate Flexibility:** You can change your channel lineup for any reason, any time you want by simply providing a channel change request directly to Just In Time Communications. Park personnel will be guided by Just In Time Communications to simply tune the DIRECTV receiver from the old channel to the desired channel and it will be modulated throughout the park, with no additional equipment needing to be purchased as long as the total number of channels remains unchanged. This process takes less than ten minutes and comes at no cost to the ARVC member park (normally a \$75 cost per channel that has been waived). If you have more permanent tenants who want upgraded services other than what your park provides, they can be added as separate residential customers, with these additional upgraded services separately

billed. These customers will require some additional equipment to be provided by Just In Time Communications at their residence, at no cost to the customer. For instance, Just In Time Communications does offer a high speed data service, at approximate data rates of 3mbps downstream and 5-12 kbps upstream, at competitive pricing versus cable and can be provided on a park by park basis, with costs dependent upon many factors. If interested, please mention to your Just In Time Communications representative when addressing your video needs.

- **Seasonal Block -Out Periods:** If your park closes for seasonal down time, you can block out any six months per calendar year for seasonal down time that you designate. This designated block out time must be initiated by the park via a written seasonal affidavit and submitted to Just In Time Communications, which will ultimately stop/start the account at no charge for the entire park per the dates you indicate. Please keep in mind if you enter a long term agreement, only those months you pay your fees are counted toward your required 60 month commitment. In terms of actual years you are contractually committed, this may accumulate to more than just 5 years, based on the number of months throughout the typical year you pay fees.
- **Equipment Simplicity:** Unlike some cable companies that require you to install and inventory digital boxes, there is no need for digital box equipment with the DIRECTV service, making it the perfect solution for park owners and managers who simply want their customers to be able to plug in and watch television upon arrival to your campground. The satellite signals are installed at your office reception point, processed, and delivered to your sites, requiring no on-premises boxes or conversion equipment at the campsite itself. The only exception is the more permanent tenant who wants to upgrade to their own residential service mentioned above.

ARVC will be working with Just In Time Communications to streamline the scheduling of all installations and conversions. To begin scheduling the workflow on a first come, first serve basis, we ask that you please complete the attached "Let's Get Started" form and return it to Derek Dick here in the ARVC office at your earliest convenience. Alternatively, you can call Derek direct at 1-303-681-0401 x116 to get your park in line right now.

Completing this form in no way commits you to an agreement, but will provide us the necessary information to begin coordinating with Just In Time Communications and give us some idea of the timetable you are considering. If you do choose to enter a formal agreement with Just In Time Communications and DirecTV, you will be e-mailed a sample contract and all applicable equipment/programming forms.

According to Just In Time Communications, conversions will normally take 1-2 days if no distribution plant needs to be replaced or re-amplified. We anticipate work can begin sometime over the next 30 days for those who are urgently looking to escape cable television contracts that are nearing expiration.

Just In Time Communications will also be attending the Outdoor Hospitality Conference and Expo in Savannah, with live signal feeds and both the 24 channel and 12 channel racks on display, to help answer any questions you may have.

This is just one of several great, new ARVC member benefits to be announced in the coming weeks and months ahead, and is proof of the value that comes from the solidarity of all member parks, working together for the common good.

Regards,

A handwritten signature in black ink, appearing to read "Paul Bambei". The signature is fluid and cursive, with a large initial "P" and a distinct "B".

Paul Bambei

ARVC President & CEO