



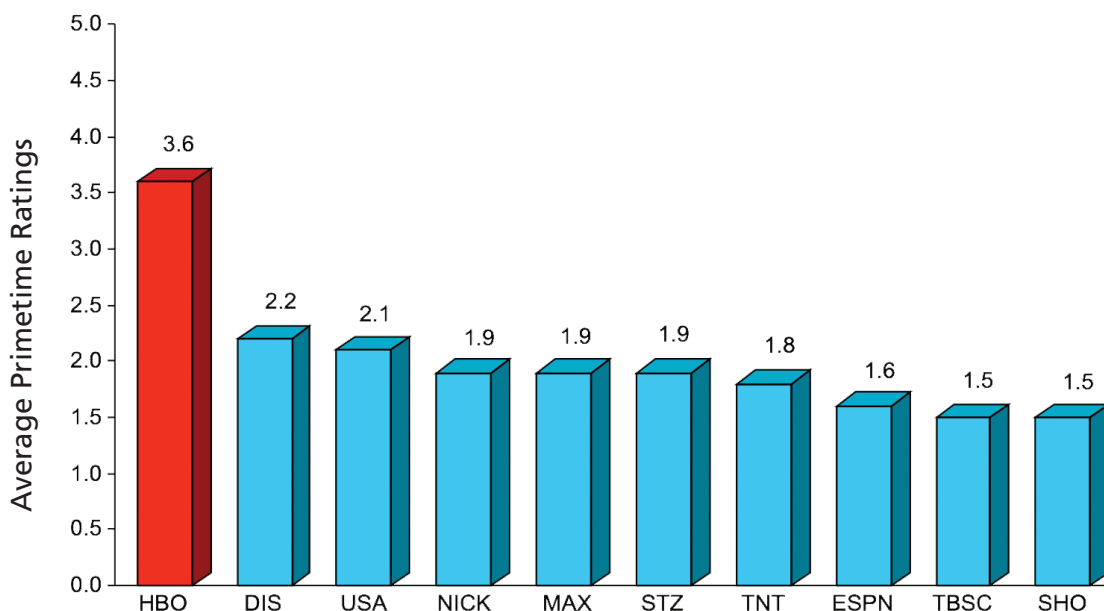
FIRST IN ITS CLASS

MAKE YOUR HOUSING OPTIONS STAND OUT. OFFER THEM HBO ON CAMPUS.

These days, college students expect the same luxuries at school that they're used to at home. HBO On Campus is a great way to promote campus housing in a competitive market – one where every little perk helps.

With HBO®, students will feel right at home in their dorm room. And by buying HBO in bulk, you're giving students HBO at the lowest rate possible – something they can't get in non-campus housing. It's a benefit that makes a big difference to today's demanding students.

HBO Earns the Highest Primetime Ratings on Cable TV



Source: Nielsen Live & 7 Day, January 1, 2007-December 1, 2007, HBO Brands

IT PAYS TO GIVE STUDENTS HBO.

For every room that receives HBO, your school gets CASH!
\$4 per room for a 3-year contract.
\$8 per room for a 5-year contract.

This offer applies to ALL campus-administered housing, including dorm rooms and campus-owned condos, houses and apartments.

You don't have to be a math professor to know that this can add up to thousands of dollars for your school!



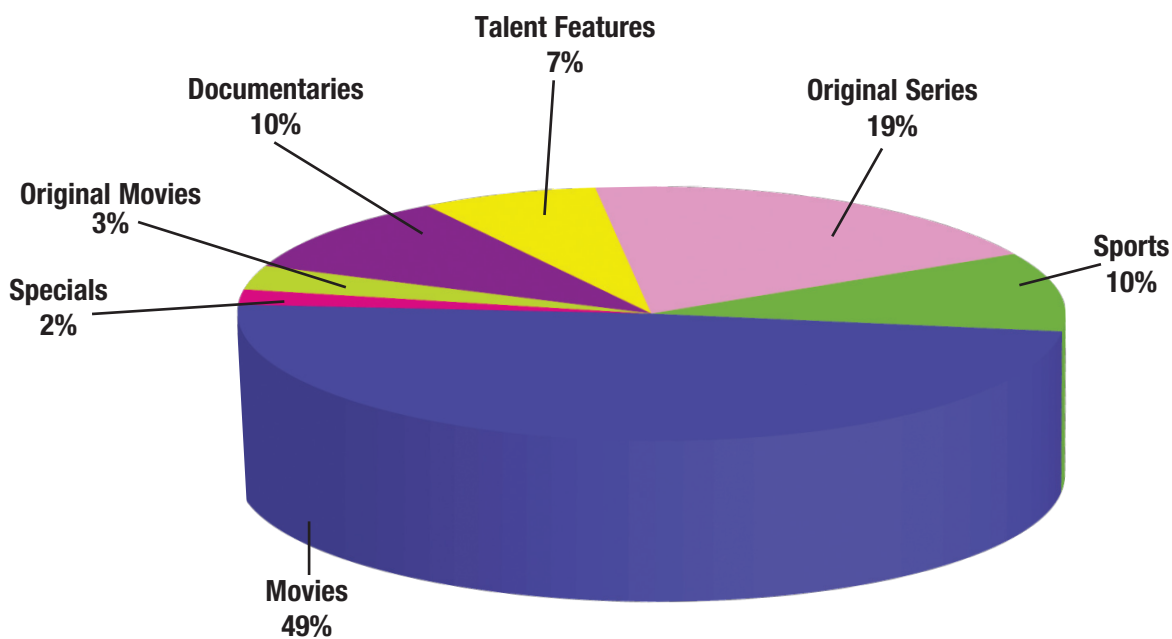
HBO:
THERE'S SOMETHING
ON FOR EVERYONE.

HBO offers innovative and compelling programming for everyone.

- Award-winning HBO original series like *Entourage*® and *Big Love*™
- Special events, including comedy, sports, and music.
- Thought-provoking documentaries.
- The most diverse programming available, with high-quality original movies and series.

When your students watch TV, be sure that they're watching the finest quality programming available.

After all – It's Not TV. It's HBO.®



Source: HBO Scheduling Database, January – December 2007

SO MANY REASONS
TO GET HBO.

- It's HBO at the lowest possible bulk rates. With HBO On Campus, the cost to students is negligible.
- HBO On Campus is a great way to promote and enhance your campus housing options in a competitive market.
- Your school can earn thousands of dollars in cash.
- It's the same high-quality, award-winning programming that you expect from HBO.

HBO® **Students Expect It!**

www.homeboxoffice.com/lodging

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