

TRUE BLOOD

entourage

Bored to
DEATH

ROBIN WILLIAMS
WEAPONS OF
SELF DESTRUCTION

THE PACIFICSM



BIG LOVE

in TREATMENT

Curb Your
Enthusiasm

WHY HBO[®]?

- **Guests prefer HBO** more than **6 to 1** over the next leading network.*
- HBO is an amenity guests request by name.
- In 2009, HBO received **more Primetime Emmy[®] Awards** than any other network for the **7th year in a row.**
- **More** of the **TOP GROSSING MOVIES** than the next leading networks.**
- **Hollywood Hits:** The Dark Knight[™], Slumdog Millionaire, Revolutionary Road, Body Of Lies.
- **Guests watch HBO more** than any other premium network.*
- In an average month, HBO offers nearly **twice as much original programming** than the next leading network.†
- Hotel managers agree **guests prefer HBO.**††

HBO[®]
Your Guests Expect It.SM

*2008 Decision Analyst, Inc. **boxofficemojo.com; box office grosses licensed to premium TV through 03/11/09. †Source: Nielsen NPower, average of Original Programming hours per calendar month for Nov '08, Mar '09, and May '09. Original Programming includes Series, Sports, Documentaries, Late-Night, Original Movies, and Comedy Specials. ††Lodging Hospitality 2008 study.