



May 23, 2013

Dear Affiliate,

We are writing to remind you that the following Cinemax branding changes will occur **on Saturday June 1, 2013 at 6am ET**:

- **@MAX will become MAX Latino**, a Spanish language version of the Cinemax main channel with hit movies, original series and more
- **WMAX will become MovieMAX**, a movies only, content-friendly channel with a great selection of recent Hollywood hits, blockbuster classics and more

If you currently receive **@MAX** and/or **WMAX**, you will not need to take any action with your satellite equipment in order to continue to receive these re-branded Cinemax Multiplex feeds; however, you may wish to consider the following:

- In advance of June 1: Please be aware that the primary language of **MAX Latino** will be Spanish (and will no longer transmit SAP), which may have guide, logo, and/or UI configuration needs that you will want to anticipate and plan for in advance.
- After June 1: Verify that the proper channel names and logos are displayed on the UI.

If you currently do not carry **@MAX** and **WMAX** and wish to add the new feeds to your lineup (**MAX Latino and MovieMAX**), please contact your HBO account representative and request the new Cinemax feeds. If you require additional receive equipment, please visit the Tech Ops section of www.homeboxoffice.com for transponder charts and a full list of approved receivers.

If you have any questions regarding this change, please contact your HBO/Cinemax account representative or call/email the HBO Affiliate Hotline at 212-512-5666/hotline@hbo.com.

Thank you for your continued support of HBO and Cinemax.

In order to ensure that we distribute HBO and Cinemax advisories to the right people in your organizations, please be sure to apprise us of any changes to your site or regional contact information (Name, Title, Phone, Fax and Email) by emailing us at hotline@hbo.com or by clicking [here](#).