

DEALERS OF EXEDE

SEIZE THE OPPORTUNITY



MAXIMIZE YOUR PROFITS:

BE A PART OF THE EXEDE HIGH-SPEED SATELLITE INTERNET PROGRAM

SALES RESOURCE GUIDE

exede[®]
internet

BE A PART OF SOMETHING BIG



A message from
DAN TURAK
Vice President of Sales and Distribution
ViaSat, Inc.



On behalf of everyone at ViaSat, I would like to welcome you to the ViaSat Exede Dealer Program and thank you for your continued support and dedication. Over the past 25 years, I've had the honor and privilege to direct dealer distribution programs in the satellite television, satellite radio and, more recently, satellite broadband industries. Each of these industries enjoyed rapid and dramatic growth. In each case, dealers experienced significant and sustained profits and success. Our goal at ViaSat is to build a dealer program that affords our dealers the same type of success.

As all of us well know, the Internet has become indispensable to our daily lives. Yet, millions and millions of households still only have access to slow, unreliable and inadequate Internet service. ViaSat is in a unique position to provide these customers with a quality broadband product that will exceed their expectations. Our dealer program is designed to enable our dealer partners to profit from this huge opportunity.

This resource guide is meant to help you launch your Exede business, reference critical numbers, websites, training and other resources. The guide also includes contact information for our national sales organization of territory representatives along with our distribution partner — DSI Systems. The goal of this sales team is simple: to help support and grow your Exede business!

Many of our dealers are already experiencing exciting growth. All of us at ViaSat are excited about the growth we expect for many years to come. We are looking forward to working with you to achieve that success.

Thank you — and great selling!

A handwritten signature in black ink that reads "Dan Turak". The signature is stylized and fluid.

Dan Turak



ViaSat employs more than 2,500 employees around the world, all working to provide advanced communications technology to business, government and residential Internet users.

VIASAT: EXEDE'S CORPORATE PARENT

In 1986, a group of ambitious engineers led by Mark Dankberg founded ViaSat in a garage in San Diego. ViaSat would grow to become a leading technology innovator for business, government and the U.S. military, focusing on communications via satellite. As ideas and plans for delivering the Internet via satellite began to coalesce in the late 1990s, ViaSat played a key role in supplying the technology and systems to make these ideas into reality. One of its largest customers was a U.S. company called WildBlue.

WildBlue started as a company in 1999 with a small group of communications experts based in Denver. They designed a satellite network created specifically for Internet communications, for the first time using the Ka-band of the wireless spectrum to deliver Internet service.

EARLY SUCCESS & HIGH BROADBAND DEMAND

WildBlue's first satellite launched in 2004. The next year, the company began delivering Internet services to people in the rural U.S. who had no access to faster forms of Internet connectivity. The original service offered up to 1.5 Mbps download speeds — about 30 times faster than dial-up service — and was greeted with enthusiasm.

Over the next five years, WildBlue experienced record growth. They launched a second satellite and leased space on a third satellite, but the company couldn't keep up with the demand. In the most populous U.S. states, the service was "sold out" as the satellite's beams quickly became full. It was time for the next step in WildBlue's evolution — and it was becoming very clear there was a high demand for the service.

ViaSat is a publicly traded company.
NASDAQ: VSAT

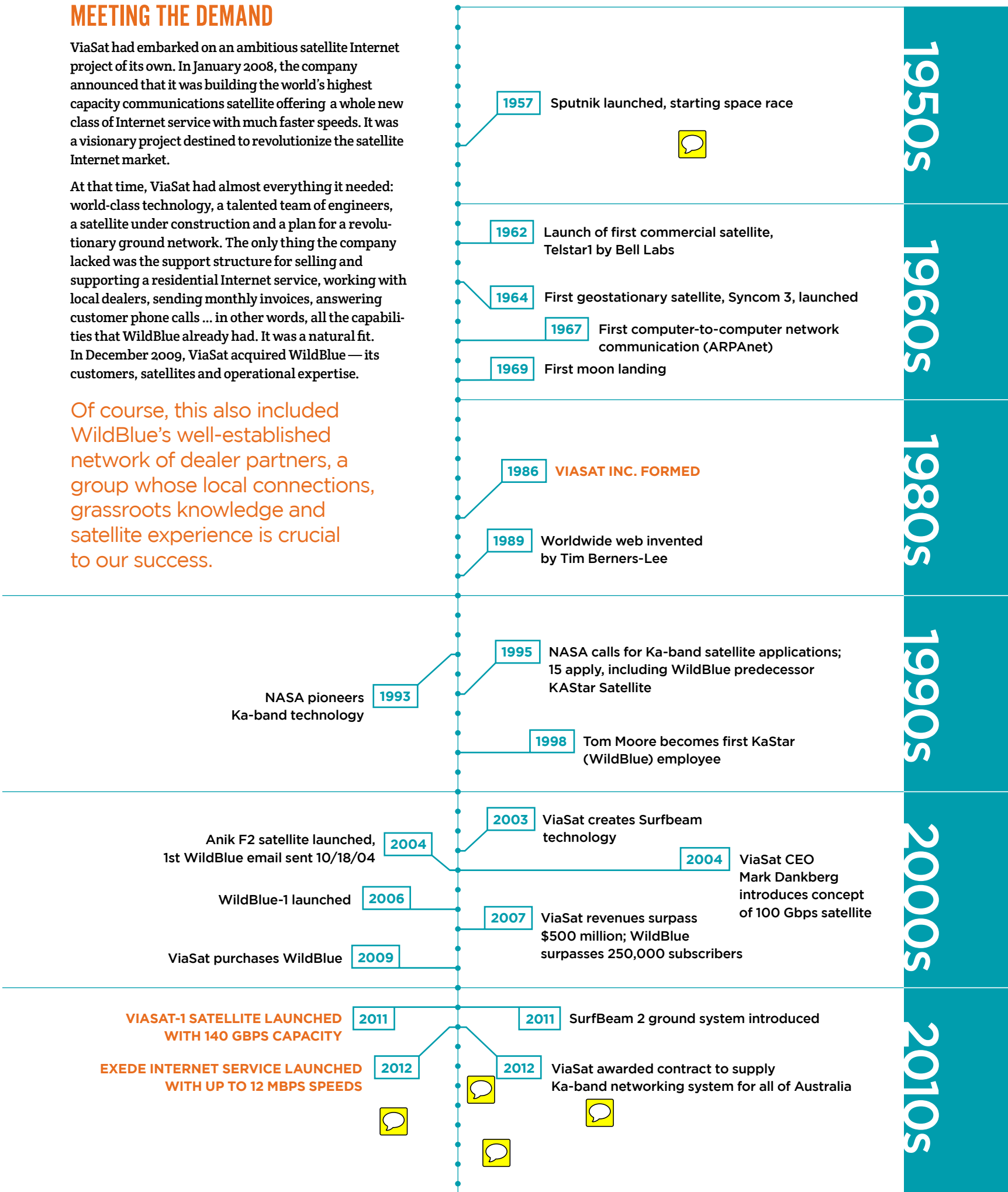
SATELLITE: 60 YEARS OF INNOVATION...AND COUNTING

MEETING THE DEMAND

ViaSat had embarked on an ambitious satellite Internet project of its own. In January 2008, the company announced that it was building the world's highest capacity communications satellite offering a whole new class of Internet service with much faster speeds. It was a visionary project destined to revolutionize the satellite Internet market.

At that time, ViaSat had almost everything it needed: world-class technology, a talented team of engineers, a satellite under construction and a plan for a revolutionary ground network. The only thing the company lacked was the support structure for selling and supporting a residential Internet service, working with local dealers, sending monthly invoices, answering customer phone calls ... in other words, all the capabilities that WildBlue already had. It was a natural fit. In December 2009, ViaSat acquired WildBlue — its customers, satellites and operational expertise.

Of course, this also included WildBlue's well-established network of dealer partners, a group whose local connections, grassroots knowledge and satellite experience is crucial to our success.



POISED FOR GROWTH

INTRODUCING VIASAT-1:

In October 2011, ViaSat successfully launched our new satellite, ViaSat-1. We branded the new service Exede to differentiate it from our original WildBlue service. With download speeds up to 12 Mbps, proprietary acceleration software and an entirely new technology on the ground, our new Exede service is a completely different experience compared with yesterday's satellite Internet service. Orbiting the Equator at 22,500 miles, ViaSat-1 is on the most powerful communications satellite ever launched.



ViaSat-1, one of the world's most powerful communications satellites, was launched in October 2011.

AN EXCITING FUTURE

Our roadmap for the future includes both new innovation and improvements for current customers. We're already planning our next satellite – ViaSat-2 — with yet another leapfrog gain in technology and service levels. At the same time, we're looking at ways to improve service and speeds for our current customers, especially for those who remain on the original WildBlue network.

With such a powerful tool at our disposal, ViaSat isn't just focusing on residential and business service. Here's a look at some of the ways we're utilizing our satellite service in other areas:

IN THE AIR



Aircraft passengers want to remain connected. Exede in-flight Internet service from ViaSat is designed to eclipse the service quality and speeds of other in-cabin airline broadband services. The more favorable economics of the ViaSat system enable airlines to specify a high-speed service level to each passenger, rather than simply an aggregate

amount of bandwidth to the plane that leaves passengers competing for service. The system is capable of delivering 12 Mbps or more to each connected passenger.

Debuting on JetBlue and another U.S. carrier in early 2013, Exede in-flight Internet service will introduce millions of passengers to the Exede Internet brand and service.

VOIP



The newest member in our family of satellite Internet products is Exede Voice, offering subscribers an opportunity to replace their landline phone with a Voice Over Internet Protocol (VoIP) service.

The ability of our dealers to bundle Exede Voice with our high-speed Internet is a natural fit, and one we know will help drive sales to customers looking for bundled services.

EMERGENCY SERVICES



When natural disasters occur and communications systems are cut, emergency services organizations need to get back up and running with phone and Internet as soon as possible. These organizations look to ViaSat as the provider to get Internet

back online quickly via satellite, so whether it's a tornado, hurricane, fire or flood, our service is there to help in an emergency.

SATELLITE NEWS GATHERING



In addition to satellite broadband for home & office, Exede is opening up opportunities in media as well. ViaSat-1 enables TV news teams to transmit high definition video from almost anywhere, more conveniently and at lower cost

than any prior satellite network. The equipment fits in the equivalent of a large suitcase and can be used to transmit breaking news from just about anywhere.

OIL & GAS, SMALL BUSINESS



Two sectors also looking to ViaSat's Exede satellite services are the oil & gas industry and small business. We'll be launching service plans tailored to each sector soon.



ViaSat is a leader in mobile broadband, enabling critical connections between military aircraft with higher speeds and greater reliability than ever before.

VIASAT — A GLOBAL INNOVATOR

In other parts of the world, ViaSat is helping provide high-speed, satellite broadband from Europe to the Middle East, Australia to Mexico and beyond.

- ★ In **AUSTRALIA**, the government led an ambitious project to provide access to high-speed broadband for its entire population. The country's National Broadband Network is launching its own satellites to provide broadband in those places terrestrial broadband just couldn't reach. After two years of intense planning and a highly competitive process, the government chose ViaSat over all our competitors to supply the infrastructure to make it happen.
- ★ In **EUROPE**, ViaSat supplies the technology behind Eutelsat Communications — the EU's primary provider of satellite broadband.
- ★ **CANADIAN** ISP Xplornet Communications, which makes high-speed satellite Internet available from Prince Edward Island to the furthest reaches of the Northwest Territories, is powered by technology from ViaSat.
- ★ In **SAUDI ARABIA**, the government's KACST initiative is powered by ViaSat technology, providing satellite broadband not only to the far-flung and remote areas of that country, but to neighboring Middle Eastern countries as well.
- ★ **LATIN AMERICA:** Parts of northern Mexico are being served by existing WildBlue-1 beams in cooperation with Telefónica. Plans are in the works to extend service with ViaSat-1 satellites in the future to more of Mexico and parts of South America.

Around the world, even if you don't always see the ViaSat or Exede name, chances are it's ViaSat technology behind those consumer, government, military and commercial satellite applications.

GOVERNMENT & DEFENSE

Government and defense work still comprise a large part of what ViaSat does. One example is Blue Force Tracking — a satellite network that constantly updates position and status information for battlefield assets. Now the next generation ViaSat BFT-2 network is on the air in the Middle East with production ramping up for more global deployments. BFT-2 provides the U.S. Army a more up-to-date and richer view of battlespaces than ever before.

Another ongoing project is government mobile broadband. In-flight connectivity and small, high-speed portable terminals are increasingly critical for national defense. ViaSat has become the leader in multi-Mbps connections to aircraft. We are serving more organizations, more aircraft types, more geographic areas and more missions each year. Now, with ViaSat-1, we're showing we can take quantum steps to higher speeds, smaller antennas, and more simultaneous users than has ever been possible with any other satellite network.

EXEDE INTERNET: AN EXTRAORDINARY MARKET OPPORTUNITY

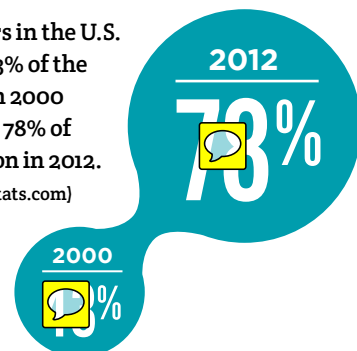
SINCE IT FIRST BECAME AVAILABLE IN THE MID 1990S, INTERNET SERVICE HAS GONE FROM A USEFUL TOOL TO AN INDISPENSABLE UTILITY. THE AVERAGE AMERICAN HOUSEHOLD WOULD NO MORE GO WITHOUT INTERNET SERVICE THAN IT WOULD A REFRIGERATOR OR A TELEVISION.

PEOPLE NEED THE INTERNET FOR EVERYTHING

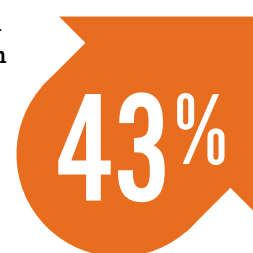


THE MARKET IS GROWING MORE RAPIDLY THAN EVER!

Internet users in the U.S. grew from 43% of the population in 2000 to more than 78% of the population in 2012. (in worldstats.com)



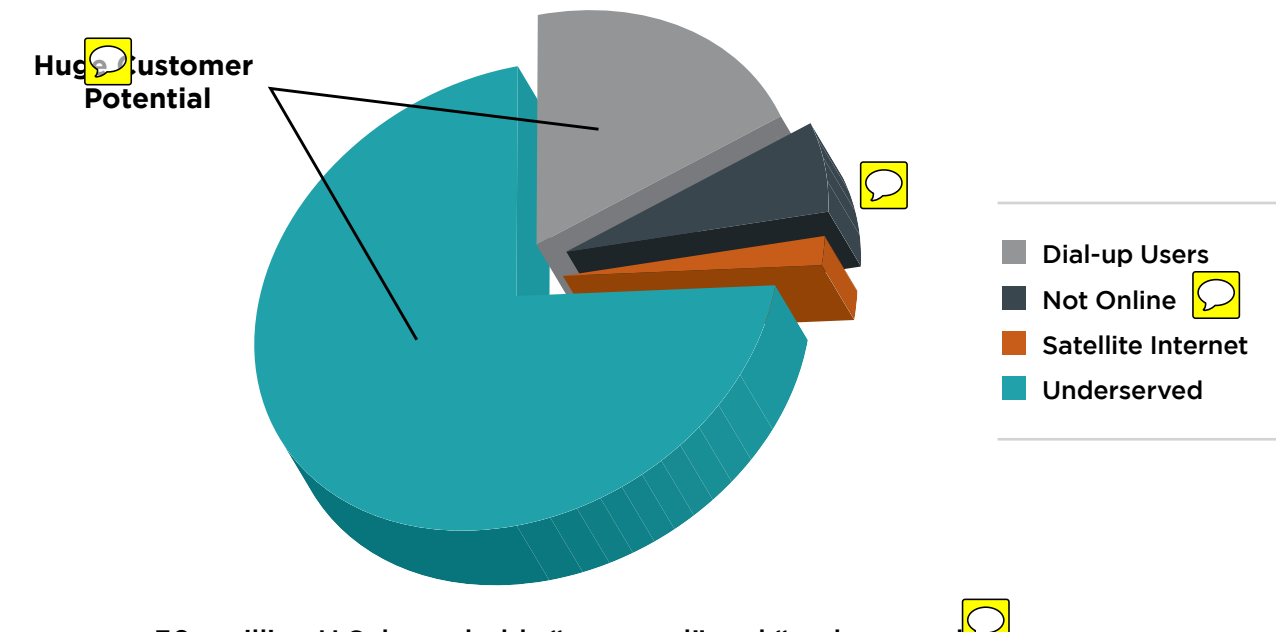
More than 105 million Americans now watch videos online daily — up 43% over 2010. (comScore/US Digital Future in Focus report)



212 million Americans went online in May, 2012 alone, with the average web user spending more than 29 hours online. (Nielsen)

TENS OF MILLIONS OF HOUSEHOLDS ARE INADEQUATELY SERVED WITH SUBSTANDARD INTERNET SERVICE — OR EVEN NONE AT ALL.

SATELLITE BROADBAND'S BRIGHT FUTURE



30 MILLION HOUSEHOLDS ARE SETTling FOR INADEQUATE INTERNET SERVICE

NO SERVICE ☹️

STANDING STILL

Not much of an option anymore, when everything from paying bills to communicating with your friends and family relies on Internet service. Surveys show consumers would give up TV or cell service before they give up their Internet connection.

DIAL-UP ☹️

SL-O-O-O-O-W

Frustratingly slow, cumbersome and not much good for anything other than simple email. Today's Internet has made dial-up all but unusable for most online activity.

AIR CARDS ☹️

SPENDY

Suffer from the same issues cellphones do in remote areas — service can be slow and spotty at best and the cost can be prohibitive. Plus, even the fastest 4G networks often don't match Exede's 12Mbps downstream speed.

WIRELESS ISPs (WISPs) ☹️

SPOTTY

Dependent on line-of-sight and household density. They can work just fine if you're among the first in the area to sign up, but they typically get oversold, resulting in quality that ranges from fair to poor.

DSL ☹️

SPORADIC

This technology from the phone companies can vary wildly in quality depending on the types of lines used, the distance to the home from the nearest central office, and other factors. DSL can be pretty good for some, and inadequate for others.

These 30 million households represent a huge profit opportunity for Exede retailers.

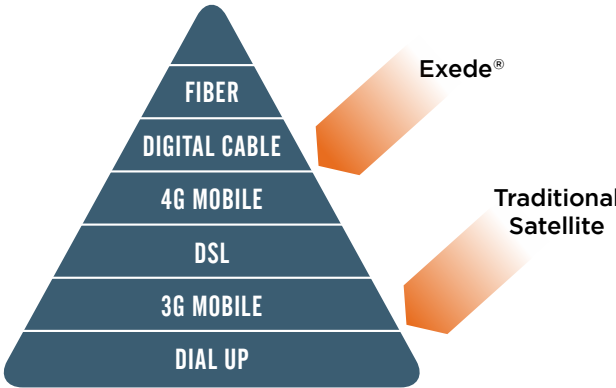
THE TIME IS NOW TO SELL SATELLITE BROADBAND

SUPER FAST SPEED FOR EVERYONE!

For the first time ever, we've got the speed and the capacity to offer those 30 million neglected households an affordable, truly high-speed satellite broadband product. Customers who've already switched to Exede's 12 Mbps service are thrilled, and as a dealer, you can profit from the demand in your area.

- ★ Every Exede 12 plan offers the same super-fast 12Mb speed.
- ★ The service plans vary by the data allowances — just choose how much data you need.
- ★ Similar model to cellphone service: Everyone enjoys the same service level and pays more or less depending on how much data they use.
- ★ No overage fees — just 'Buy More' if and when you need it.

EXEDE : MOVING UP THE LADDER OF COMPETITION



EXEDE INTERNET ALSO OFFERS:

THE PLAN SELECTOR TOOL

An online tool on [exede.com](#) that allows prospective customers to easily pick the plan that fits their online usage habits.

THE USAGE METER

Once you're a customer, this tool enables you to track your data usage to better manage your account.

'BUY MORE' OPTION

Customers hitting their data caps can easily add data in 1GB increments.

GOOGLE EMAIL & APPS

ViaSat has partnered with Google to provide our customers with robust, feature-rich email — with up to 10 email addresses — a customizable home page and other great services.

F-SECURE ANTI-VIRUS SOFTWARE

Every new Exede Internet customer receives three free months of award-winning F-Secure anti-virus/anti-spyware software.

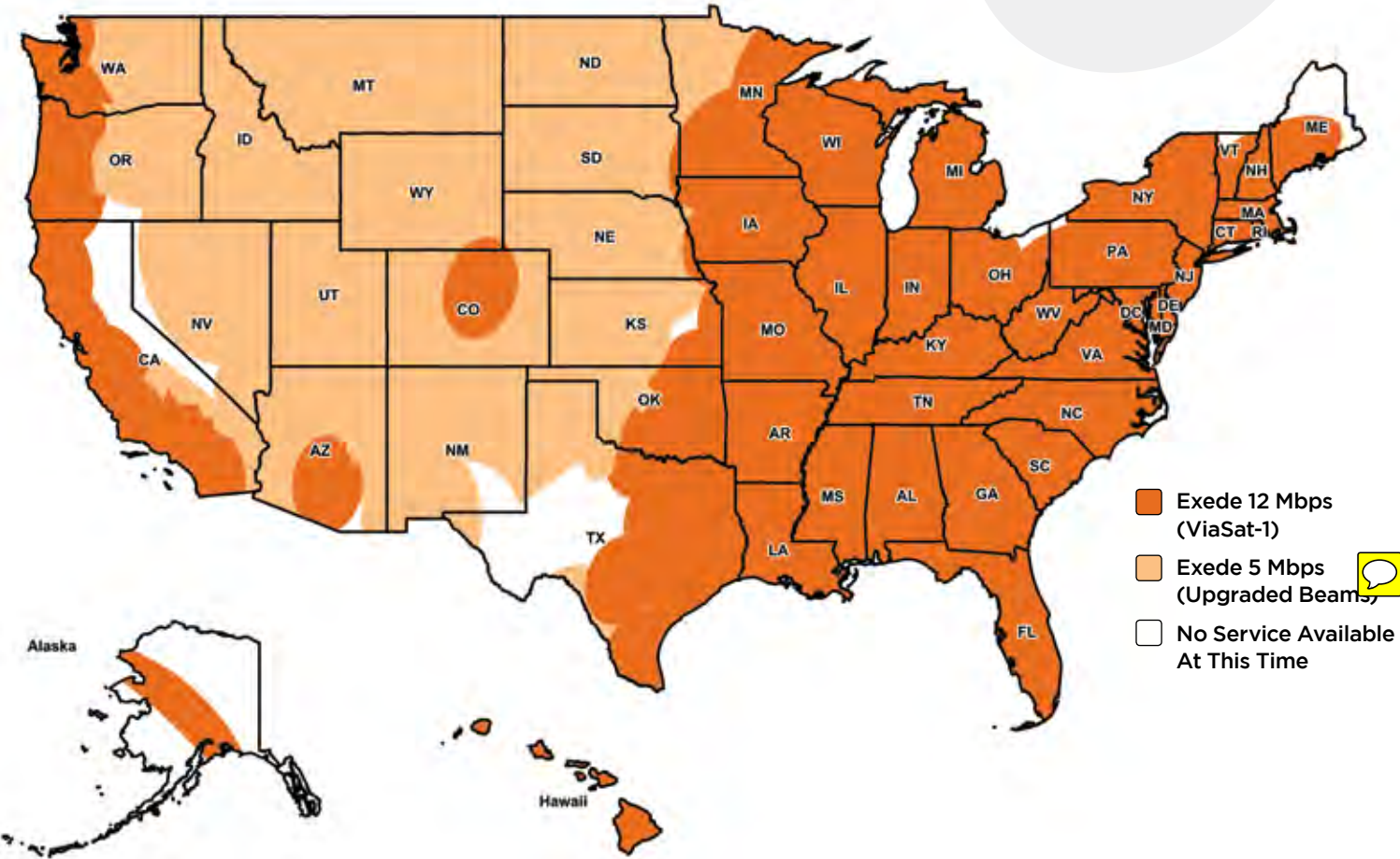
OUR COVERAGE AREA

More than 80 percent of the population in the U.S. lives in areas served by our highest speed Exede 12 service through the ViaSat-1 satellite. This population represents over 90 percent of our sales.

Our spot beam technology is the product of years of research and implementation. Compared to wider beams used on older satellites, spot beams allow us to reuse frequencies and maximize the capacity of our satellites. That translates into increased ability to reach customers in the areas served by our dealer partners.

SPOT BEAMS

- ★ BETTER COVERAGE
- ★ HIGHER POWER
- ★ BETTER SIGNAL
- ★ HIGHER CAPACITY



* Check the Service Availability Tool at [exede.com](#) to see if Exede service is available in your area.

SPEEDS

UP TO **12 Mbps**
Downstream

+

UP TO **3 Mbps**
Upstream

DAYTIME DATA ZONE

Metered usage
5 a.m. – 12 midnight

10 GB
month

15 GB
month

25 GB
month

LATE NIGHT FREE ZONE

Unmetered usage
12 midnight – 5 a.m.
(That's over 140 unmetered
hours per month.)

FREE

Unmetered uploads
AND downloads

FREE

Unmetered uploads
AND downloads

FREE

Unmetered uploads
AND downloads

DETAILS

MODERATE

Perfect for occasional
video downloads,
photo sharing, music
streaming, social
networking and email.

MORE

Great for those who
spend more time on
the Internet, use
more data, and watch
online videos more
frequently.

MOST

Gives you the most of
all the things you love
to do. This is the plan
for those who depend
on the Internet for work
or entertainment.

PRICE

\$49.99
month

\$79.99
month

\$129.99
month

DEALERS: THE CORNERSTONE OF OUR DISTRIBUTION

ViaSat believes in partnering with independent dealers and is committed to supporting them as a crucial part of our success. We believe our dealer program is the best in the industry because we've created a sustainable platform dealers can rely on. It's not flavor-of-the-month deals or a pricing structure that rises and falls with your sales volume but a comprehensive dealer program you can build a business around. On a day-to-day basis, our goal is to be a consistent, reliable partner you can count on for steady profits and support.

Above all, we want to be a company that's easy to do business with.



ViaSat has a substantial organization devoted to this sales channel. This includes our highly experienced team of local and regional sales managers as well as DSI's national sales force.

SOME BENEFITS OF OUR DEALER PROGRAM

- ★ The best satellite broadband service plans in the industry
- ★ Competitive commissions paid weekly
- ★ Residuals paid monthly
- ★ Lucrative, easy-to-use co-op advertising program
- ★ Leaseship no-cost inventory program: Free up your cash flow
- ★ No inventory freight costs
- ★ The ViaSat Dealer Locator provides hot customer leads directly to our dealers from www.exede.com and www.wildblue.com
- ★ Showroom demo account: free monthly service
- ★ Marketing materials: POP & more
- ★ Dedicated dealer support group
- ★ Manage your business with our Online Dealer Portal
- ★ Customer Care (24/7) located in the United States

PLUS
 **EXEDE ELITE AWARDS PROGRAM**
Recognizing & rewarding our top dealers for exceptional performance

NATIONAL INSTALLATION NETWORK

Many Exede dealers choose to install and service the Exede systems they sell. However, if you're only focused on sales, we can take over the installation and service once you've made the sale. Our national network of certified installers will get the job done, and we'll handle the support and maintenance going forward.

YOUR PATH TO PROFITS:

NEW DEALER SIGN-UP INSTRUCTIONS & TRAINING REQUIREMENTS

SECTION ONE: DEALER APPLICATION & REQUIRED DOCUMENTATION

Dealers will be provided the following documents by your DSI Account Manager. Please complete the documents as described below:

- Fill out the **Application Page**.
- Sign the **Signature Page** of the ViaSat Dealer Agreement. The dealer should keep a completed copy for their records.
- Request an **Insurance Certificate** from your insurance agent. An example of a correctly completed certificate will be provided to you.
 1. Make sure insurance dates are current and will remain current for at least one month.
 2. List the following as the certificate holder:
ViaSat Communications, Inc.
C/O DSI Systems, Inc
11338 Aurora Ave
Urbandale, IA 50322Note: Insurance certificates without this address or with invalid dates **will not** be accepted.
- Fill out the **ACH Form** and attach a voided check. An example will be provided.
- Fill out the **W-9 Tax Form**.
IMPORTANT: Dealers will not be able to purchase ViaSat products until all of the documents listed above have been received by DSI.

Sales Only (SO) and Combination SI/SO Dealer Applications must additionally include the following:

- A signed **Subcontractor/Supplier Representations and Certifications**

GET STARTED NOW. Complete your application and sign the ViaSat dealer agreement **ONLINE** at exededdealers.com.

THE FOLLOWING DOCUMENTS MUST BE FAXED TO DSI:

- ☐ Application Page (or complete online)
- ☐ Signature Page (or complete online)
- ☐ Insurance Certificate
- ☐ ACH Form
- ☐ Voided check
- ☐ W-9 Tax Form

Sales Only (SO) and Combination SI/SO Dealer Applications must additionally include the following:

- ☐ Subcontractor/Supplier Representations and Certifications (or complete online)

Fax all required documents to
1-866-950-2143
or by scanner (preferred) to:
exedeapplications@dsisystemsinc.com

If you have any questions or concerns, please contact the DSI Business Development Group at:
1-800-888-8876 opt #2.

You will receive a welcome email and phone call approximately 7 days after all paperwork and training is completed.

APPLICATION PROCESS

1. Dealer submits required documents to DSI.
2. DSI will submit the completed application to ViaSat for account processing.
3. Dealer must complete all the required training. Instructions will be emailed to you by the Learning Systems Administrator.
4. Once all documents have been submitted and all training is complete, ViaSat will set up and activate your account within 5 business days.
5. DSI will send via email your username and password to the Dealer Portal, finalizing the dealer setup process.
6. **Start making money!**

SECTION TWO: REQUIRED TRAINING

DEALER TRAINING

Following approval of your application, the new dealer boarding process includes required training for dealers and others selling Exede Internet. As soon as your application is processed and approved, you'll receive log-in information for our online training, which goes over things every dealer should know before getting started. This includes:

- ★ Description of the services a dealer can sell
- ★ A quick overview on how the technology works
- ★ Sales Disclosures to provide to a customer when placing a sale
- ★ How to place an order in our Dealer Portal
- ★ PCI compliance
- ★ Warranty and service standards

If you have any questions along the way, don't hesitate to call your DSI representative.

Online: Training modules for all dealers are taken online through the Learning Management System.

After ViaSat receives your completed New Dealer Paperwork from DSI, you will receive 3 emails from the **Learning Systems Administrator**. These emails will include the training site information, and your username and password to complete your assigned online training.

NOTE: Your Learning Management System site password is sent to you on a separate email than your username. You will receive all three of these emails within the same 12 hour period.) This site will be preloaded with your required courses which, depending on your business setup and location, will be 1 to 3 classes, approximately 1 hour each. If you do not receive any email from the Learning Systems Administrator, make sure to check your email's spam (or junk) folder in case they have been misidentified as spam. Emails will be sent to the address you provided in your Application page.

INSTALLER TRAINING

To begin the process of becoming a new ViaSat certified technician for Exede Internet services, your first step will be to create a student profile at www.viasatinstallertraining.com. Then you will be automatically enrolled in the ViaSat Certified Installer Learning Plan, which includes four online courses and participation in a Hands-on Lab class.

The online classes are self-paced and do not require completion in a single setting. The four online courses (1-1.5 hours each) must be completed prior to enrolling in a Hands-on Lab. The Hands-on Lab classes are available at various locations around the country. Check the website to see the current schedule of hands-on classes at: wildblueworld.com/dealernews/training-schedule.shtml

Once online training has been completed, you will be asked to sign up and pay for a hands-on installation class.

NOTE: Cost for the hands-on installer training course and certification is \$149 (\$199 minus a \$50 coupon available from your ViaSat Area Sales Manager or your DSI Territory Manager). Payment for the hands-on installer training course is required when you select and sign up for the training class in the Learning Management System.

After completing the online course, the installer must:

- Sign-up and attend an all-day, hands-on installer training course, and
- Pass the assessment at the end of the course.

Upon completion of the hands-on course and assessment, the installer will receive the following from their instructor:

- An APA (Antenna Pointing Aid, a \$65.95 value, at no additional cost);
- An inclinometer plate (a \$24.95 value, at no additional cost);
- An installer resource manual (a \$24.95 value, at no additional cost);
- An installer ID will be sent to the installer via email within approximately 2-3 business days

www.viasatinstallertraining.com

QUICK-START WITH EXEDE

- ✓ APPLICATION COMPLETE
- ✓ TRAINING
 - OWNER/OFFICE STAFF
 - INSTALLERS
- ✓ MARKETING EXEDE
 - TOOLS & MATERIALS
 - ASSISTANCE

IMPORTANT:

You must complete all training courses relevant to your status as a new or existing dealer listed before you can be activated.

JUMP-START: 10 TIPS TO MAKE YOUR FIRST 5 SALES

Once you're on board as an Exede Internet dealer, you're ready to start earning new profits. Your first five sales will enable you, your office staff, sales people and technicians to become more familiar with the Exede service plan and dealer program. You'll receive your first Exede commission payment, and you'll have made five new customers of yours very happy. Here are our 10 tips toward making your first 5 sales without having to spend a lot of money:

- 1 GET YOUR SHOWROOM ACCOUNT ACTIVATED** and take time to familiarize yourself and your employees with Exede Internet service plans and dealer program. Invite your customers to compare Exede to their service at home.
- 2 GET ON OUR DEALER LOCATOR** so visitors to the Exede and WildBlue websites can find you.
- 3 PUT THE MARKETING P.O.P. KIT TO USE:** Hang our banners and posters, make sure every customer gets an Exede brochure and that techs are leaving them at every home they service.
- 4 WORK THE LOCAL MEDIA:** With the help of our PR template, contact your hometown newspaper and ask them to do a business/tech story about satellite Internet service. Local radio is another option.
- 5 SEND A LETTER AND CALL YOUR CUSTOMER BASE:** Make sure your existing customers know about this great new service you're offering. Invite them to come in for a demonstration.
- 6 CHECK EXISTING REFERRALS** or call-backs from recent customers inquiring about broadband service. Now that you've picked up Exede, you've got something to sell them.
- 7 MAKE SURE EVERY EMPLOYEE STARTS ASKING** every customer two questions: 'Who's your Internet provider?' and 'Are you happy with your current provider?'
- 8 DOOR HANGERS:** Have your techs door-hang neighbors when installing a video customer ... or a new Exede customer.
- 9 YARD SIGNS:** Use them! This simple tool can really generate interest ... and sales.
- 10 EVENTS:** From county fairs to local business roundtables, anywhere people are gathered is an opportunity to demo our service and spread the word about Exede.





Now that you’ve made those first five sales, we are here with a full lineup of tools to help you get to the next level with Exede.

DEALER PORTAL WEBSITE

The sales/marketing section contains a wealth of marketing and other materials such as:

- ★ **NEWSPAPER ADS** with camera-ready artwork
- ★ **NEWS RELEASE SAMPLE:** A Word document you can customize and send to your local newspaper and radio station to tell them about your ability to provide Exede Internet to your community.
- ★ **A SAMPLE LETTER TO YOUR BASE:** Customize it and send it out to your existing customer base to let them know you’re carrying Exede Internet.
- ★ **RADIO AD SAMPLES**
- ★ **YELLOW PAGE ADS**, posters, banners and more
- ★ **WEBSITE ‘WEBLETS’** you can easily add to your own site
- ★ **BILLBOARDS, YARD SIGNS, FLIERS, BROCHURES**



STAGE YOUR SHOWROOM



We offer a full range of material to help you feature Exede Internet —including a free POP kit for new dealers that includes a banner, brochures, signs and more.

EVENT TOOLS



Going to a show or hosting an event? Highlight Exede Internet with these:

- ★ **EVENT KIT:** One low price includes a branded tent, table skirt, banner, flag and more.
- ★ **SPEEDY**, our Exede Internet demo trailer, is a complete and self-contained demonstration unit you can use at special events. With three computer stations hooked up to live Exede Internet systems, potential customers can try before they buy. It’s great for county fairs, trade shows, local festivals and more. Even better, it’s completely free to dealers – just ask if it’s available for your event.
- ★ **DEMO ACCOUNT:** Going to a smaller local show or event? Activate a short-term demo account so you can hook up equipment to demonstrate Exede Service.

SALES TRAINING

We’ll provide you with plenty of talking points to help you explain and sell Exede Internet, whether it’s in your showroom, over the phone, at an event or going door to door.

PROVEN SALES TACTICS

There are a number of reliable tactics to get the word out about Exede Internet to your prospects, and we’re ready to help you with all of them. You can do some or all of the tactics from the list below, and your Area Sales Manager can help you navigate all of them.

- ★ Door to Door (pitch scripts, door hangers, etc.)
- ★ Direct mail
- ★ Events
- ★ Radio
- ★ TV
- ★ Print (newspapers, magazines, newsletters, FSIs, etc.)
- ★ Outdoor (billboards, yard signs)

OTHER MARKETING TOOLS

ViaSat continues to stand behind dealers with other marketing support such as:

- ★ DSI assistance
- ★ Support through national advertising: We’re working hard to build brand awareness for Exede Internet, with national campaigns in print, TV, radio and online advertising.
- ★ Ad Builder: An online tool that helps you create your own professional-quality print advertising messages.
- ★ Product photos, logos, graphics and more on our Dealer Portal
- ★ Exedeshop.com: A full service website that allows you to order merchandise and point-of-sale materials to help support your business. From T-shirts and hats to truck magnets and event tents, it’s all here.

Need something different?
Just ask — our marketing department will help you create it.



We’ve chosen to work with DSI Systems to implement our sales program for Exede Internet. We believe you’ll agree with us this experienced company has what it takes to help you achieve success selling Exede.

- ★ DSI Systems is the nation’s largest distributor of satellite equipment, LED, Plasma, home theater and accessories
- ★ The company is dedicated to serving independent retailers with quality customer service and convenience
- ★ Founded in 1984 with one location in Des Moines, Iowa. Twenty-eight years later, DSI Systems’ locations cover the country from coast to coast
- ★ Dedicated specialist within the satellite industry
- ★ DSI can ship products from its warehouses to dealer locations in one to two days
- ★ DSI Systems offers over \$50 million in inventory of satellite products and consumer electronics

THE DSI LEASESHIP:
NO INVENTORY COST OF GOODS

One thing our dealers love about working with DSI is the ability to avoid standing inventory costs with the Leaseship program. Here’s what you should know about it:

- ★ Developed to eliminate upfront costs on Exede and WildBlue hardware
- ★ As you place customer Exede orders, product ships same-day to your store for ‘just-in-time’ inventory management.
- ★ No inventory costs for equipment installed within 45 days.
- ★ Free up your cash flow. Leaseship enables you to invest in marketing and advertising — not hardware.



CONTACTS & RESOURCES:

IF YOU'VE GOT QUESTIONS, WE'VE GOT THE ANSWERS!

PARTNER SUPPORT

Your go-to source for dealer questions about Exede Internet

Phone: (888) 278-6829

Email: partner.support@viasat.com

Partner support hours:

Mon-Fri 7 a.m. – 6 p.m.

Sat 8 a.m. – 5 p.m. (Mountain Time)

INSTALLER RELATIONS

A group dedicated to working with and supporting installers in the field

(888) 278-6869

TRAINING DEPARTMENT

wildbluetraining@viasat.com

VIASAT, INC.

349 Inverness Drive South

Englewood, CO 80111

Main office (720) 493-6000

viasat.com Corporate site

exede.com Consumer site

DSI

Main office (515) 276-9181

dsisystemsinc.com

COMMONLY USED WEBSITES

Dealer/Installer Portal: **portal.servicecenter.wildblue.net**

(Includes the Knowledge Base, Marketing Materials, Customer Look-up, Order Entry, SVT, Field Support Information)

Close Truck Roll:

closetruckroll.wildblue.com

Training Site:

viasatinstallertraining.com

DSI OneStop:

onestop.dsisystemsinc.com

Spare Parts and POP:

exedeshop.com

