



NOW TV PROMOTION

Version 1

Date 01 September 2015

1. This promotion (the "**NOW TV Promotion**") is open to UK residents, 18 years or over only.
2. Purchase EE Broadband with EE TV for the first time, or if you are an existing EE Broadband customer, add EE TV for the first time direct from EE on a new 18 month minimum term for both EE Broadband and EE TV, between 1st September 2015 and 28th February 2016 and receive a digital offer code(s) (a "**Pass**") for either a three months' pre-paid NOW TV Entertainment Pass (the "**NOW TV Entertainment Pass**") or two Sky Sports Week Passes (the "**NOW TV Sky Sports Passes**").
3. You will receive an SMS with a link to claim your Pass. For new Broadband customers this will be sent once your Broadband has been activated. Follow the instructions given in the link. You must claim your Pass by 23:59 on 30 April 2016. Once your claim has been validated you will receive an email containing a unique code(s) and a link to redeem your Pass.
4. To redeem your Pass you will need to have a NOW TV account. Access to and use of a NOW TV account are subject to the NOW TV Terms of Use (available at: nowtv.com/terms) and the NOW TV Privacy Policy (available at: nowtv.com/privacy).
5. If you are not already a NOW TV customer, you will be required to sign up and create a NOW TV account.
 - a. To create a NOW TV account credit/debit card details must be entered at NOWTV.com, you will not be charged during the Pre-paid Period.
 - b. If you do not cancel your NOW TV Entertainment subscription prior to the expiry of the NOW TV Pre-paid Period your NOW TV Entertainment subscription will automatically renew at its then on-going price (currently £6.99 a month).
 - c. You can cancel a NOW TV Entertainment subscription at any time.
 - d. NOW TV Sky Sports Week Passes do not automatically renew.
6. To redeem your Pass(es), sign in to an existing or register for a new NOW TV account through <http://www.nowtv.com> (the "**NOW TV Website**") and enter the unique code featured on the code at nowtv.com/eetvoffer by 23:59 on 31 May 2016. Your second NOW TV Sky Sports code cannot be redeemed until the viewing period for the first has ended. No Passes can be redeemed after 31 May 2016.

7. The relevant pre-paid period for your Pass(es) (the “**Pre-paid Period**”) starts and ends as follows:
 - a. The NOW TV Entertainment Pass starts immediately upon NOW TV validating the Pass and expires at 23:59 on the 90th day after the day the NOW TV Entertainment Pass is validated.
 - b. Following redemption of a valid Sky Sports Pass code your NOW TV account will be credited with a Sky Sports Week passes. You will have the option to either start your pass straight away or at a later date, which must be within 365 days. Once you start watching, the 7 day access period for your Sky Sports Week Pass will begin and will end 7 days later. Stopping watching will not extend the 7 day period. Your second code cannot be redeemed until the viewing period for the first has ended.
8. Each Pass may only be used once, is not for exchange or resale and no cash alternative is available. You may only add one Pass to your NOW TV account.
9. Not to be used in conjunction with any other NOW TV offer or promotion.
10. The NOW TV Promotion is available to both current and past subscribers to NOW TV. If you are currently on a NOW TV Entertainment or Sports Pass offer, you must be in the final 30 days of your existing offer to redeem your NOW TV Pass code(s). You can only have one Sky Sports Pass in your NOW TV account at a time.
11. NOW TV requires a broadband (min speed 2.5Mbps) or 3G connection (charges may apply) and a compatible device.
12. EE reserves the right to amend or temporarily suspend this NOW TV Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any purchaser of EE TV or third parties.
13. This NOW TV Promotion and these terms and conditions shall be governed by and construed in accordance with the laws of England and Wales and the Courts of England and Wales will have exclusive jurisdiction.
14. By purchasing EE TV and entering the Pass unique code on the NOW TV Website, you agree to be bound by these terms and conditions governing this NOW TV Promotion and by any other requirements set out in related promotional materials. If you do not comply with these terms and conditions or are found to be abusing the NOW TV Promotion in any way

your use of NOW TV may be terminated and/or suspended by EE and/or NOW TV at any time.

15. For further information about the NOW TV Entertainment Pass visit: www.nowtv.com/entertainment.

16. For further information about NOW TV Sky Sports Passes visit: <http://www.nowtv.com/sports>