

E. A. GORF MILLS FSA 573200





Believe in better

Mr Robin Brasher
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3 July 2013

Sky ID: EMMALLETT

Hello Mr Brasher,

We know that Sky TV is a choice. And we are working hard to make it the best entertainment choice at the best possible price. From 1 September your bill will increase by £4.50 per month. Let us explain why we're doing this and what you'll get in return.

We're spending record amounts on must-see TV

Our investment in British made TV is the fastest growing of any broadcaster in the UK – and next year we'll be spending £600m on making original British TV shows. We'll also continue bringing you the very best of American drama on Sky Atlantic, which you can't get anywhere else. And don't forget, we now offer the UK's biggest Catch Up TV service straight to your TV, including Sky channels, BBC iPlayer, ITV on demand and 4oD.

We're continuing to invest in better service

We've opened four more UK call centres so you can get straight through to someone who can help you directly. We're also training an additional 700 specialist engineers, so we'll be with you more quickly and address your issue more efficiently than ever before.

Making your Sky even better

We're making these changes so your experience of Sky will be better than ever. And to make sure you are getting the most from us, we've enclosed a guide highlighting all the amazing TV coming up on Sky and the exciting new ways you can enjoy it. Have a look through and find out more at www.sky.com/pricechange

When does it start?

As you pay for your Sky TV a month in advance you'll first see the change in your August bill. Don't worry, any additional features or offers won't be affected by the price change. Also, if you've updated your package since 16 May, your price change may be different to the one at the top of this letter.

You don't need to do a thing but if you'd like to find out more about your bill you can check your monthly statement at any time by pressing the red button on your remote or by logging in with your Sky ID at sky.com/mysky. If you don't have a Sky ID you can easily set one up at the same website. You can find a detailed breakdown of all the changes at sky.com/pricechange, and there's more information on the back of this letter.

Thank you again for choosing Sky,

Stephen van Rooyen
Managing Director, Sales & Marketing