

# ViaSat Consumer Brand Marketing Guidelines

**exede**<sup>SM</sup>  
by ViaSat

**exede**<sup>SM</sup>



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# I. General Information

These ViaSat Consumer Brand Marketing Guidelines (“Guidelines”) contain the terms and conditions that apply to you as a dealer, value-added reseller, channel dealer, distributor, agent and/or licensee (collectively referred to as “Dealer” or “Dealers”) of ViaSat, Inc. or its subsidiaries and affiliates. (“ViaSat” or “Company”). This document provides explanations, requirements and limitations on how to produce professional co-branded marketing tools, whether you place an ad, provide print collateral, send direct mail, launch a market promotion, participate in an event, build a website, participate in social media, or provide a link to an Exede or WildBlue website. References in this document to “Branded Mark(s)” shall be limited to “ViaSat®”, “WildBlue®”, “Exede<sup>SM</sup>”, the WildBlue logo and the Exede logos. This document may be provided to publications requesting permission to use the Branded Marks in advertising materials. ViaSat reserves the right to revise these Guidelines at any time, without notice. Dealer may make use of the Branded Marks solely to fulfill their obligations under the Dealer Agreement or other written agreement with ViaSat. Any use that falls outside of these Guidelines is strictly prohibited, unless Dealer has received independent written authorization for such use.

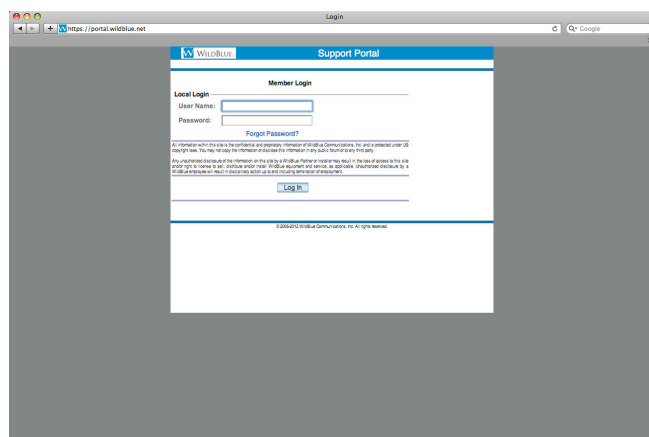
These Guidelines alone do not provide any authority to use, in any manner, any ViaSat trademark, service mark, logo, or any other intellectual property of ViaSat, including but not limited to the Branded Marks. All rights in ViaSat intellectual property are strictly reserved and are granted only through Dealer Agreements or other written contracts executed by ViaSat. No Dealer shall acquire any right in the Branded Marks, nor shall any Dealer file applications for any mark consisting of, comprising or confusingly similar to the Branded Marks. Should Dealer acquire any rights to any similar or related trademark or service mark by operation of law or otherwise, Dealer shall immediately and without request of ViaSat, irrevocably assign all such interests in and to such marks to ViaSat.

By using any of the Branded Marks you acknowledge that you have read and agree to comply with all of the terms and conditions of these Guidelines. ViaSat reserves the right in its sole discretion to terminate or modify permission to use, and may request that Dealers modify or delete any use of, any Branded Mark that in ViaSat’s sole judgment, does not comply with these Guidelines. ViaSat further reserves the right to prohibit unfair uses or misuses of its Branded Marks or other violations of applicable law.

## Download Pre-Approved Dealer Sales Materials

Pre-approved logos, print ads, direct mail pieces, radio ads, point-of-purchase displays and more for the WildBlue and Exede services are available on the Dealer Support Portal. Please type the following address into your Web browser, and enter your username and password to access.

<https://portal.wildblue.net>



## Build Your Own Pre-Approved Sales Materials on the *Exede Ad Builder*

If you prefer a more customized advertising message for the Exede service, use the *Exede Ad Builder* and choose from several pre-approved creative options including newspaper ads, postcards, yard signs, door hangers and custom event merchandise. This tool is not available for the WildBlue service.

<https://www.armstrongpps.com/viasat>



## Key Contacts

Usage of Exede and WildBlue Brand materials (beyond pre-approved pieces available on the Dealer Portal) must be expressly approved in advance. For information and approvals, please email [getapproval@viasat.com](mailto:getapproval@viasat.com).

For inquiries regarding ViaSat social media efforts, please email [social@viasat.com](mailto:social@viasat.com).

For additional information, contact:

### Mimi Brown

Director, Marketing Communications  
[mimi.brown@viasat.com](mailto:mimi.brown@viasat.com)

### Matthew Farr

Senior Manager, Marketing Communications and Online Content  
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349 Inverness Drive South  
Greenwood Village, CO 80113

## II. Graphic Standards and Trademark, Service Mark and Logo Guidelines

### A. General Guidelines

1. The artwork for the Branded Marks must be used as set forth in these Guidelines with no changes, including but not limited to changes in the color or design, or removal of any words, artwork, or trademark or service mark symbols, except the overall sizing may be proportionately reduced or increased.
2. The Branded Marks may not appear in any advertisement or promotional material which also advertises or promotes any other Internet access service.
3. Specific written approval must be obtained from ViaSat prior to any use of any Branded Marks on or in connection with any merchandise developed by or under the direction of Dealer.
4. The Branded Marks are proprietary rights of ViaSat and identify the source of high-quality services. Using the Branded Marks incorrectly can cause the Branded Marks to become diluted and generic which could result in a loss of value and proprietary rights.
5. A registered trademark or service mark should be followed by the symbol ® to identify the term as a registered trademark or service mark.
6. Trademarks and service marks that are not registered should be followed by the symbol <sup>SM</sup> for service marks and <sup>TM</sup> for trademarks. The symbols below reflect the current status of the following marks:

WildBlue®

ViaSat®

Exede<sup>SM</sup> by ViaSat

Exede<sup>SM</sup>

7. Trade names and trademarks are not the same and different usage guidelines apply. Although ViaSat is a registered service mark of ViaSat, it is also the trade name that refers to the Company. When you are referring to ViaSat the company, you need not include the trademark symbol.
8. Trademarks and Service marks must always be used only as an adjective, never as a noun or verb and never in the plural or possessive form. A simple rule to test whether you are using a mark correctly is to insert the word “brand” after the mark and see if the sentence still makes sense. If it does, then the trademark usage is correct.

#### Examples:

**Correct:** Exede<sup>SM</sup> (brand) Internet services deliver fast web browsing.

**Incorrect:** Sign up now for fast web browsing by Exede<sup>SM</sup> (brand).

## B. Disclaimers

Every time a statement is made about the Exede or WildBlue service, any qualifications to that statement must be contained in a disclosure. All ads should contain a statement addressing the expiration date of the offer. Dealers should not make any statements about ViaSat's services that have not been pre-approved.

## C. Exede Logo(s) Use Guidelines

### 1. How to Use The Logo(s)

The Exede by ViaSat and the Exede logos are service marks of ViaSat, and are defined as the combined word mark and logotype as one unit with a single signature symbol (<sup>SM</sup>).

Exede by ViaSat is the preferred use of the logo. However, dealers may utilize the shortened version at their discretion for local marketing materials. As the ViaSat name becomes more familiar to consumers, we will begin utilizing the Exede by ViaSat logo.



Use for official brand communication  
(ie. website, customer communication)



Use for local marketing materials  
(ie. newspaper, direct mail)

The diagrams below show the minimum size for all logo configurations: the "exede" name must measure no less than 1 inch.

Every logo configuration is a complete, single piece of electronic art; the individual elements that make up any individual logo configuration should never be resized independent of one another. Likewise, logo configurations should never be stretched or distorted in any manner.



### 2. Logo Clear Space

In order to promote the Exede brand effectively, other graphic elements must be positioned at a specified minimum distance away from the logo. This is known as clear space. The minimum required clear space for the Exede logo is based on "x," which is defined as the size of the "e" in the "exede" icon. When possible, clear space distances should also be increased.



### 3. Logo Colors

#### Printing in Colors:

- To reinforce the Exede brand, use color consistently. The one color logo is the preferred expression of our identity.
- The mark is to be printed in PANTONE® 173 (orange) or its equivalent visual match in CMYK.

#### Reverse:

Reversing the Exede logo is not encouraged. If necessary, it is preferable to print reversed out of a PMS 173 box.

- Print the logo in a PMS 173 (orange) box or its equivalent visual match in CMYK
- Reverse the logotype to white

#### Printing One Color:

When only one color is available, print the entire logo configuration in 70% black or PMS 173.

#### Web:

Equivalent web color is #d6492a (PMS 173). Logos for web use are available on request.



*Preferred Reverse*



*Acceptable Reverse*

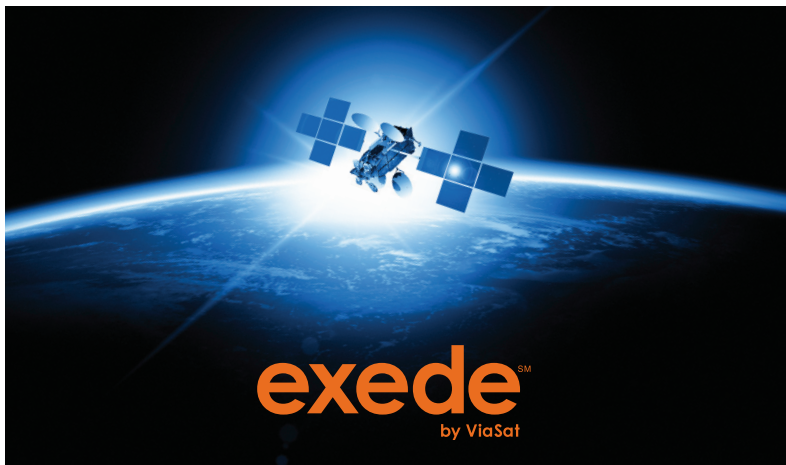
#### 4. Placing the Logo on Backgrounds

Background control is important to maintain the legibility of the Exede logo and the integrity of the Exede brand.



*Do not place logo on backgrounds  
that impair legibility*

Placing the Exede logo on dark or photographic backgrounds is not encouraged. In general, select simple backgrounds that provide good contrast for the logo. Light values in the Exede color palette work well as backgrounds for the logo in orange or black. It is preferable to print in color.



- The logo may be placed on uncomplicated photo backgrounds when they provide sufficient contrast.



## D. WildBlue Logo Use Guidelines

### 1. How to Use The Logo

The WildBlue logo is a registered service mark of ViaSat and is defined as the combined word mark and logotype as one unit with a single registered symbol (®). The logo can be used in print, online and in merchandise applications.

The logo must be used as provided by ViaSat with no changes, including but not limited to changes in the color, proportion or design or removal of any artwork or trademark symbols as defined by the Co-Branding Templates.



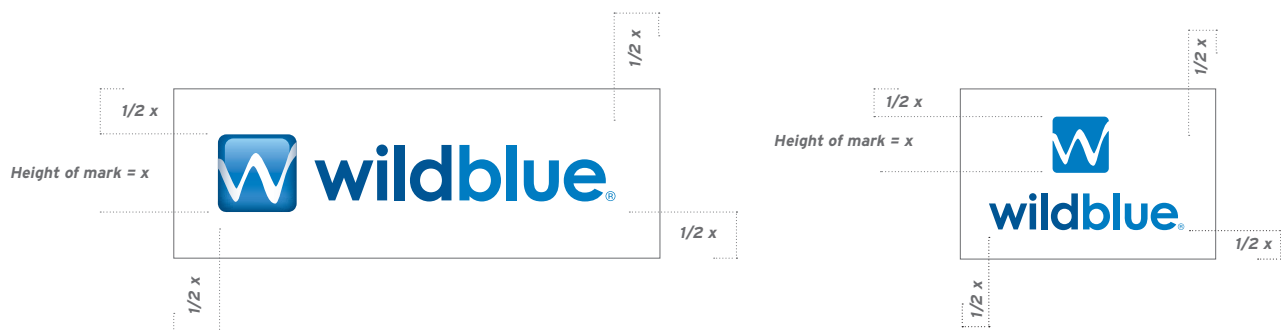
The diagrams below show the minimum size for all logo configurations: the “WildBlue” name must measure no less than 1 inch.

Every logo configuration is a complete, single piece of electronic art; the individual elements that make up any individual logo configuration should never be resized independent of one another. Likewise, logo configurations should never be stretched or distorted in any manner.



### 2. Logo Clear Space

In order to promote the WildBlue brand effectively, other graphic elements must be positioned at a specified minimum distance away from the logo. This is known as clear space. The minimum required clear space for WildBlue’s logo is based on “x,” which is defined as the size of the “W” in the WildBlue icon. When possible, clear space distances should also be increased.



### 3. Logo Colors

#### Printing Two Colors:

- To reinforce the WildBlue brand, use color consistently. The two-color WildBlue logo is the preferred expression of our identity.
- The mark is to be printed in PANTONE® 285 (blue) or its equivalent visual match in CMYK and PANTONE 647 (dark blue) or its or its equivalent visual match in CMYK.

#### Reverse:

Reversing the WildBlue logo is not encouraged. If necessary, it is preferable to print in two colors.

- Print the mark in PANTONE® 285 (blue) or its equivalent visual match in CMYK
- Reverse the logotype to white

#### Printing One Color:

When only one color is available, print the entire logo configuration in black or PMS 285.

#### Web:

Equivalent web colors are #007CC2 (PMS 285) and #125687 (PMS 647). Logos for web use are available on request.



*Preferred Reverse*



*Acceptable Reverse*

#### 4. Placing the Logo on Backgrounds

Background control is important to maintain the legibility of the WildBlue logo and the integrity of the WildBlue brand.



*Do not place logo on backgrounds  
that impair legibility*

Placing the WildBlue logo on dark or photographic backgrounds is not encouraged. In general, select simple backgrounds that provide good contrast for the logo. Light values in the WildBlue color palette work well as backgrounds for the logo in two-colors or all black. It is preferable to print in two colors.



- The logo may be placed on uncomplicated photo backgrounds when they provide sufficient contrast. Print the “W” mark in PANTONE® 285 (blue) or its equivalent visual match in CMYK. Reverse the logotype to white.
- On certain backgrounds, it is preferable to print the logotype in color but to reverse the “W” to white.

## E. Prohibited Uses of the Exede and WildBlue Logos and Branded Marks



1. The logos may not be imitated or used as a design feature in any manner.
2. The logos must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features or symbols.
3. The Branded Marks may not be used in any other company name, product name, service name, domain name, website title or publication title.
4. The Branded Marks must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan or other trademarks.
5. The Branded Marks must never appear with any other symbol or icon (except the registered symbol ® for WildBlue, or the service mark symbol ™ for Exede) contained within a box, circle or other shape; or combined with any other name, logo or icon to create a co-branded logo.
6. The logos may not be displayed as a primary or prominent feature on any non-Exede or non-WildBlue materials.

7. Dealers using the logos pursuant to these Guidelines must also display their own logo, business name and product names on the branding, preferentially in the primary or more prominent position or at least in equal position to the Exede or WildBlue logo.
8. The logos must never be used to represent the word “Exede” or “WildBlue” in text – including in a headline, product name, logotype or body copy.
9. Dealers may not create clothing or other promotional items bearing the logos without express written approval in advance.
10. The Branded Marks may not be used in any manner that might imply that any non-WildBlue or non-Exede materials, including but not limited to goods, services, websites or publications, are sponsored, endorsed, licensed by or affiliated with ViaSat.
11. The Branded Marks may not be used in a manner that would disparage or minimize ViaSat or its products or services.

### III. Exede Customized or Co-Branded Advertising Materials

Customized or co-branded templates include a variety of messaging vehicles produced by ViaSat, both for internal and external deployment. Because of the variety of applications, we have posted the marketing materials that are used most often on the Dealer Portal. Parameters and specifications will vary depending on locations, but the general rules will apply to any format. Advertising materials for WildBlue services are not generally customizable. If you need to create custom WildBlue service materials, please contact us at [getapproval@viasat.com](mailto:getapproval@viasat.com).

Templates for the advertising materials for the Exede service are available with a variety of sizes, designs, graphics, headlines, and copy points at [www.armstrongpps.com/exede](http://www.armstrongpps.com/exede).

Templates include, but are not limited to:

#### Collateral

- Brochures

#### Advertising

- Newspaper Ads
- Classified Ads
- Yellow Page Ads
- Direct Mail Postcards
- Radio Scripts
- Outdoor Billboards
- Yard Signs
- Car/Truck Magnets

#### Point of Sale

- Decals
- Posters
- Banners
- Ceiling Danglers
- Magnets

#### Weblets

- Plan Selector tool
- Plan Details Grid
- FAQs
- Legal

#### Sample: Exede Brochure and Dealer Poster

**What makes Exede® Broadband different?**  
The next generation of broadband via satellite has arrived, and it's FAST.

Exede Broadband service brings together capacity satellite in the world's data-of-the-moment and breakthrough web acceleration. Our new satellite, ViaSat-1, represents the capacity leap in the history of satellite technology in your home. It's new, fast, and new modern with built-in web acceleration of this is optimized to bring you super fast quality streaming.

**All of our new plans have the great speed. Just choose the one you need each month.**

No matter which Exede Broadband plan you choose, you'll get the fastest speed available in your area. Choose the plan that's right for you. Based on how you use the Internet, here's how it works: online involves the transfer of data. Some streaming video and downloading movies require a lot of data, while other activities require less. The more you do, the more data you use. So, choose the plan that's right for you.

**Check out our Plan Selector Tool on our website to help you choose which plan is right for you.**

**Full speed ahead**  
Every Exede® Broadband plan comes with our fastest speed for a great experience – no matter which plan you select. Choose your service based upon how much you use the Internet, not how fast you want to go.

**Exceptional speed allows you to:**

- Watch streaming videos, TV shows and movies with fewer delays from buffering
- Save photos remarkably fast
- Better video chat with less jitter
- Send and receive files quickly
- Experience exceptionally fast web browsing and email

**Included with every plan:**

- The full suite of Google Apps® word processing, customizable home page, calendar, contacts, and tools to collaborate and build your own website
- Professional standard installation by a certified technician

**Breakthrough web browsing technology**  
To make your web browsing even snappier, we've included our exclusive web acceleration technology in every Exede Broadband modem. It's designed to be intelligent, sending multiple Internet requests and fetching content faster than your browser to speed up the loading of web pages. The result is a superior browsing experience.

**Introducing exede® by ViaSat**  
Satellite broadband

**12Mbps download speed!**

**Think what you could do with the new, super fast broadband service from exede® by ViaSat**

**All our exede12 plans are super fast. Just choose how much you need.**

7.5 <sup>GB</sup> PER MONTH	15 <sup>GB</sup> PER MONTH	25 <sup>GB</sup> PER MONTH
<b>MODERATE</b> Stream live video, download photos, music, streaming, email, networking and more.	<b>MORE</b> Stream live video, download photos, music, streaming, email, networking and more.	<b>MOST</b> Stream live video, download photos, music, streaming, email, networking and more.
<b>\$49.99</b>	<b>\$79.99</b>	<b>\$129.99</b>

**To find the best plan for you, check out our Exede Broadband Plan Selector Tool at [www.exede.com](http://www.exede.com)**

**THINK**  
about streaming videos, sharing photos, and surfing the web super **FAST.**

**All our exede12 plans are super fast. Just choose how much you need.**

7.5 <sup>GB</sup> PER MONTH	15 <sup>GB</sup> PER MONTH	25 <sup>GB</sup> PER MONTH
<b>MODERATE</b> Stream live video, download photos, music, streaming, email, networking and more.	<b>MORE</b> Stream live video, download photos, music, streaming, email, networking and more.	<b>MOST</b> Stream live video, download photos, music, streaming, email, networking and more.
<b>\$49.99</b>	<b>\$79.99</b>	<b>\$129.99</b>

**To find the best plan for you, check out our Exede Plan Selector Tool at [www.exede.com](http://www.exede.com)**

**exede® by ViaSat** **Authorized Dealer**  
**ABC SATELLITE**  
(000) 000-0000

Check [www.exede.com](http://www.exede.com) for service availability in your area. Service not available in all areas. Minimum 24 month commitment term. One-time set-up fee of \$149.99 and \$150/month equipment lease fee apply. Equipment must be returned upon cancellation otherwise equipment lease apply. Requires a clear view of the southern sky. Use of the Exede service is subject to data transmission limits measured on a monthly basis as described in the Data Allowance Policy. For complete details and the Data Allowance Policy, visit [www.exede.com](http://www.exede.com). Exede is a service mark of ViaSat, Inc.

## **Exede Advertising Copy**

Dealers shall comply with the following guidelines in developing customized Exede service advertising materials.

### **A. Category Reference**

In copy, refer to the category as satellite Internet, or satellite broadband.

### **B. Use of Exede in Text:**

In body copy or text, Exede<sup>SM</sup> should appear with a capital E, and the service mark (<sup>SM</sup>) shall be used in the first reference.

In body copy, a reference to the WildBlue service can be made in the context of “A brand new service from the providers of WildBlue”. Advertising materials will be made available on the Dealer Portal utilizing this bridging statement.

### **C. Speed Claims and Comparisons**

Through the Exede service, ViaSat offers satellite Internet service that is fast. However, it is important not to over-sell, over-promise or misrepresent the Exede service.

Check the sales and marketing portal for materials that utilize speed comparisons, including weblinks.

Note that use of these pre-approved speed comparison materials will only be permitted for limited time periods in the market. Details will be posted on the Dealer Portal.

## **D. Legal Disclaimers and Trademark Ownership Credits**

Every marketing piece must include one of the following legal disclaimers.

### **1. Full Legal Disclaimer: (i.e. Brochure, Collateral Material, Direct Mail and Large Newspaper Ads)**

Service is not available in all areas. Minimum 24 month commitment. One-time set-up fee of \$149.99 and \$9.99/month equipment lease fee plus monthly service fees and taxes apply. Non-standard installations may result in additional charges. Equipment must be returned upon cancellation of service to avoid unreturned equipment fees. Requires a clear view of the southern sky. Actual speeds will vary. Use of the Exede Internet service is subject to data transmission limits measured on a monthly basis as described in ViaSat's Data Allowance Policy. Offer may be changed or withdrawn at any time. For complete details and the Data Allowance Policy, visit [www.exede.com](http://www.exede.com). Exede is a service mark of ViaSat, Inc. ViaSat, the ViaSat logo, WildBlue and the WildBlue logo are registered trademark and service marks of ViaSat, Inc.

### **2. Abbreviated Legal Disclaimer: (i.e. Small Newspaper Ads)**

Service is not available in all areas. Minimum 24 month commitment. One-time set-up fee of \$149.99 and \$9.99/month equipment lease fee plus monthly service fees and taxes apply. Actual speeds will vary. Use of the Exede Internet service is subject to data transmission limits measured on a monthly basis. Offer may be changed or withdrawn at any time. For complete details and the Data Allowance Policy, visit [www.exede.com](http://www.exede.com). Exede is a service mark of ViaSat, Inc. ViaSat, the ViaSat logo, WildBlue and the WildBlue logo are registered trademark and service marks of ViaSat, Inc.

### **3. Broadcast Legal Disclaimer: (i.e. Radio and Television Advertising Only)**

Actual speeds will vary. Not available in all areas. Check [www.exede.com](http://www.exede.com) for details.



## IV. ViaSat Online Guidelines

In addition to the Guidelines contained in other parts of this document, the following Guidelines apply to a Dealer's online presence including any websites, mobile sites, advertisements, display banner assets, search terms or results pages, blogs, social media pages, hosted landing pages, customer/vendor portals, mobile apps, ViaSat-provided weblets or any other electronically accessed destination. If Dealer is contacted by ViaSat regarding its online presence, Dealer must respond to ViaSat within two business days and rectify any issue within two business days or such other mutually-agreed upon timeframe.

### A. Domain Name Usage

1. Dealers may not use any of the Branded Marks or any misspellings of the Branded Marks in the construction of URLs for any of their online presence. This includes top-level domains and subdomains. For Dealers who have already acquired URLs that include Branded Marks, the Dealer must cease usage of the URL(s), transfer website content to new URLs and assign the ownership of the URL(s) to ViaSat prior to July 1, 2012 unless the Dealer has licensed the URL(s) from ViaSat or ViaSat has approved of Dealer's usage in writing.

2. Dealers' online presence can include Branded Marks as file names or as part of the directory structure.

#### **Examples:**

##### **Not allowed:**

- www.smith-satellite-exede.com
- exede.smith-satellite.com
- www.smith-satellite-wildblue.com
- wildblue.smith-satellite.com

##### **Allowed:**

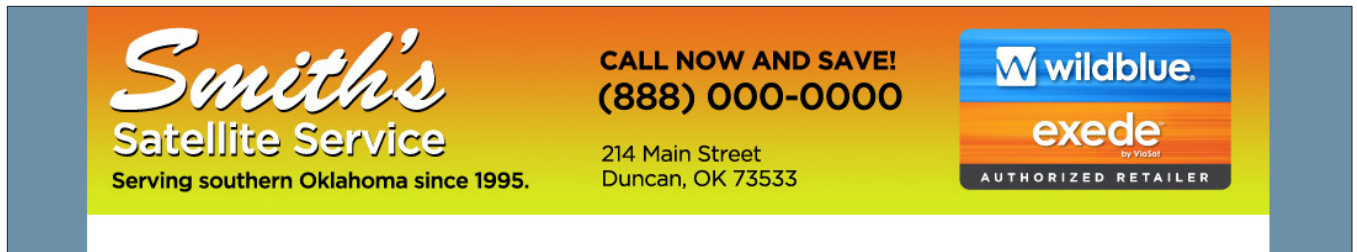
- www.smith-satellite.com/exede
- www.smith-satellite.com/wildblue

3. Dealers must notify ViaSat in writing by sending an email to [getapproval@viasat.com](mailto:getapproval@viasat.com) prior to July 1, 2012 of all URLs that sell the Exede/WildBlue services. After this initial notification phase, Dealers must notify ViaSat within 30 days of any new URLs that they use to sell the Exede/WildBlue services.

## B. Online Content and Design

1. Dealer's online presence must include the "WildBlue" and/or "Exede" "Authorized Retailer" logos provided by ViaSat. The "Authorized Retailer" logo(s) must reside in the upper right-hand corner of the website's home page and any other page of online presence where Dealer is referencing ViaSat's services. If the particular online presence does not allow for the placement of the "Authorized Retailer" logo in the upper right-hand corner of the page, then Dealer shall provide text on the page stating that Dealer is an "Authorized Exede Retailer" or "Authorized WildBlue Retailer", as applicable.

Example:



2. The first text reference to the Exede or WildBlue service must include its respective service mark or trademark symbol. (ex: Exede<sup>SM</sup>, WildBlue<sup>®</sup>)

3. The site must clearly identify the Dealer's name, location and contact information. The site must clearly state that it is not owned by ViaSat, but rather, an authorized retailer of the Exede and/or WildBlue service.

4. Dealers must clearly state that they are a retailer for ViaSat branded services in the footer section of all of the website's pages. Language to use (replace ABC Satellite with Dealer company name):

"ABC Satellite is an authorized retailer of Exede and WildBlue Internet services and related customer equipment. ViaSat, Exede and WildBlue are trademarks and service marks of ViaSat. Some content on this website may be copyrighted by ViaSat, Inc."

5. All custom website content pertaining to ViaSat services is required to be pre-approved in writing by ViaSat to ensure all descriptions, features, and competitive comparisons comply with ViaSat's policies.

6. Dealers may choose to use ViaSat-provided weblinks on their website(s). Dealers do not need ViaSat approval to use these weblinks.

7. In advertising copy used to promote the Exede or WildBlue service, and that also includes the Dealer's URL, the home page or landing page for that URL must include a reference to the Exede or WildBlue service (as applicable) and the reference on the home page or landing page must be consistent with the message in the original advertising copy.

## C. Organic Search

1. ViaSat's own websites will maintain the first position in search engine results pages. Dealer websites should not be built to compete with ViaSat's websites but should be complementary. ViaSat reserves the right to request adjustments from Dealers in order to position ViaSat's web pages on top of Dealers' in organic search results.
2. Dealer websites may be optimized for the purposes of SEO ranking by utilizing Branded Marks, but only best practices may be used. The following practices are prohibited:
  - a. "Stuffing" - excessively using keywords to influence an artificial page rank.
  - b. Design - colors or designs that "hide" keywords.
  - c. "Cloaking" - showing search engines different pages than humans.
  - d. "Link Spam" - the creation of links via spamming blogs, forums or other websites.
  - e. Other practices of questionable methodology that attempt to "game" the system or misrepresent Dealer's online presence in any way.
3. Dealers may not use any URLs that violate the domain name requirements set forth in Section IV(A) above.
4. Dealers may only optimize their websites in organic search to second position (behind ViaSat's own websites) using Branded Marks.
5. Organic Search Engine Results Page (SERP) listing
  - a. The Dealer's SERP listing (i.e., the name of the site viewable if the site is listed as a search result) must identify the site as an authorized Exede or WildBlue retailer. A permissible title would be "Kansas City Retailer - Get Exede<sup>SM</sup> Service Now."
  - b. These listings are usually created via web page title tags and meta descriptions.
  - c. Dealers are not permitted to use Branded Marks in the display URL.
  - d. The first reference to the Exede or WildBlue services must include their respective service mark and trademark symbols.

## D. Email

1. Dealers **may not** use Branded Marks in the domain name of email addresses.  
(The part after the "@" sign.)
2. Dealers **may** use Branded Marks as the username of an email address.  
(The part before the "@" sign.)

### Examples:

#### Not allowed:

- sales@smith-satellite-exede.com
- service@smith-satellite-wildblue.com

#### Allowed:

- exede-sales@smith-satellite.com
- wildblue-service@smith-satellite.com

#### **E. Paid Search or Pay Per Click Advertising**

Dealers may not bid for search engine use of the Branded Marks or any misspellings of the Branded Marks without ViaSat's written approval. Please contact your ViaSat representative for further information on this.

#### **F. Dedicated Ordering Channel**

If the Dealer's site collects information from visitors (whether the visitor is seeking information about ViaSat's services, attempting to order the service, registering on a waiting list or any similar activity related to ViaSat's services) the Dealer may not respond to the visitor with information about another Internet service or by directing the visitor to any other site or dealer that may attempt to sell another Internet service.

#### **G. Response to Visitor Inquiries**

Dealer must respond to site visitor questions and requests regarding the Exede or WildBlue service in a timely manner (ideally within 2 business days) and through personal (not solely automated) contact.

#### **H. Links to Customer Agreement and Other ViaSat Policies**

If Dealer provides ViaSat's customer agreement and policies such as the Acceptable Use Policy and the Data Allowance Policy on its site, the site must directly link to the actual, current version of these documents on the appropriate ViaSat website. Dealer may not use PDF versions of these documents.

#### **I. Privacy Policy and Security**

Dealer's site must state its privacy policy and implement and maintain security mechanisms over the ordering process consistent with then-current industry standards.

#### **J. Right to Audit**

Dealer must allow ViaSat to audit its site on a regular basis, and agrees to promptly correct any noncompliance with these Guidelines.

## V. ViaSat Consumer Brand Social Media Guidelines

ViaSat is activating a strategic social media campaign, with the goals of improving the sentiment of social media chatter related to ViaSat's services, while also increasing the level of positive customer engagement with both the Wildblue and Exede brands. The Guidelines below will be reviewed periodically so that they may evolve to reflect emerging technologies and online social tools.

In addition to the Guidelines contained in other parts of this document, the following Guidelines apply to Dealers participating in any online or mobile technology which can be utilized to create and exchange user-generated content, including but not limited to:

- Facebook®
- Twitter®
- Google+®
- LinkedIn®
- YouTube®
- Flickr®
- Pinterest®
- Foursquare®
- Tumblr®
- Yahoo!® Answers
- Extensions associated to any of the listed platforms

### Social Media Channels

ViaSat's social media presence includes:

#### Facebook

- [www.facebook.com/wildblueinternet](http://www.facebook.com/wildblueinternet)
- [www.facebook.com/exedebroadband](http://www.facebook.com/exedebroadband)

#### Twitter

- @wildblue
- @exedebroadband
- @wildbluelistens
- @exedelistens

#### Google+

- WildBlue by ViaSat: <https://plus.google.com/u/0/114873684600053250023/posts>
- Exede by ViaSat: <https://plus.google.com/u/0/113764176111646653440/posts>

- A.** ViaSat will take the lead on posting any and all new information to the WildBlue and Exede official corporate social media sites on Facebook, Twitter and Google+. ViaSat will also respond to comments, filtering any pertinent issues and questions to the appropriate person within the Company for corporate response, if necessary.

- B.** Dealers are not permitted to create a page or presence on behalf of ViaSat on any social networking outlet without ViaSat's prior written consent. All requests must be sent to [social@viasat.com](mailto:social@viasat.com).
- C.** Dealer's social media presence may not use ViaSat Branded Marks, logos or images without proper representation as an "authorized Exede retailer," or "authorized WildBlue retailer" and prior written approval from ViaSat. This includes but is not limited to Facebook pages, Twitter handles, Google+ page, YouTube channels or any extensions of these platforms.
- D.** If Dealers wish to post information regarding ViaSat, WildBlue or Exede to any social media sites in an official (representing ViaSat in any way) capacity, they must first contact ViaSat for approval.
- E.** If Dealers choose to engage in social media activities related to ViaSat's services as an individual (outside of their role as a ViaSat Dealer), they must use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent ViaSat's positions, strategies or opinions." Dealers will be held responsible for the content they publish, and understand that anything posted may remain online forever.
- F.** Dealers shall be transparent at all times about their affiliation with ViaSat. When discussing topics relevant to ViaSat, WildBlue or Exede, they must use their real name, and identify that they represent ViaSat as an official Retailer. If a Dealer has a vested interest in something being discussed, the interest should be disclosed.
- G.** Dealers shall be professional and speak respectfully when making postings on social media sites. They should stick to the facts, give accurate information and correct mistakes immediately. They should not post obscenities, slurs or personal attacks that can damage their reputation or ViaSat's. They should also be cautious when providing opinions on any subject in social media.
- H.** If Dealers see unfavorable opinions, negative comments or criticism about ViaSat or its services, they should not try to have the post removed or send a written reply, as this could escalate the situation. Rather, they should forward this information to [social@viasat.com](mailto:social@viasat.com) for review and assistance with an appropriate response.
- I.** Dealers should not post any financial, confidential, sensitive or proprietary information about ViaSat, its employees, customers, or the WildBlue and Exede services.