RESELLERS OF EXEDE

SEIZE THE OPPORTUNITY

MAXIMIZE YOUR PROFITS:
TAKE ADVANTAGE OF THE EXEDE HIGH SPEED INTERNET WISP RESELLER PROGRAM

SALES RESOURCE GUIDE: WISP EDITION
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 WISP program and thank you for your support and participation.

Over the past 25 years, I’ve had the honor and privilege to direct partner distribution programs in the satellite television, satellite radio and, most recently, satellite broadband industries. Each of these industries enjoyed rapid and dramatic growth. In each case, our partners experienced significant and sustained profits and success. Our goal at ViaSat is to build a WISP program that affords Exede resellers like you the same type of success.

As we all well know, the Internet has become indispensable to our daily lives. As a WISP, you’ve been successfully meeting this demand for many years with your own services. Yet many households, for a variety of reasons, remain unserviceable by WISPs. Working together, we are in a unique position to provide your unserviceable households with a quality, high-speed satellite broadband service. With Exede as an option, you will be able to say “yes” to more customers every day.

Designed specifically for WISPs, our program enables our WISP resellers to profit from this significant opportunity.

This resource guide is meant to help you launch your Exede business. It includes a catalog of competitive, high-speed Exede service plans for you to review. You’ll be able to choose your own plan combinations and set the pricing that works best for you and your customers. This resource guide also includes websites, training resources, equipment information and reference maps. Our goal is simple: to help support and grow your business with Exede.

All of us at ViaSat are excited about the tremendous growth Exede has experienced and we expect it to continue for many years to come. We are looking forward to working with you, our WISP partners, to achieve continued success.

Thank you — and great selling!

Dan Turak
Viasat employs more than 3,300 employees around the world, all working to provide advanced communications technology to business, government and residential Internet users.

**Viasat: The Company that Provides Exede**

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. It 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
**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 partners, 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.

ViaSat’s acquisition also included WildBlue’s well-established network of wholesale and retail partners, a group whose local connections, grassroots knowledge and internet experience is crucial to our success.

**1986** VIA SAT INC. FORMED

**1989** Worldwide web invented by Tim Berners-Lee

**1993** NASA pioneers Ka-band technology

**1995** NASA calls for Ka-band satellite applications; 15 apply, including WildBlue predecessor KASTar Satellite

**2004** ViaSat CEO Mark Dankberg introduces concept of 100 Gbps satellite

**2006** WildBlue-1 launched

**2009** ViaSat purchases WildBlue

**2011** Viasat-1 satellite launched with 140 GBPS capacity

**2012** Exede internet service launched with up to 12 MBPS speeds

**2013** Exede Voice VoIP product launched; ViaSat exedes $1B in revenue

**2014** ViaSat surpasses 641,000 subscribers

**2016** Projected launch date for ViaSat-2
POISED FOR GROWTH

INTRODUCING VIASAT-1:
In October 2011, ViaSat successfully launched its 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 the highest capacity communications satellite ever launched.

AN EXCITING FUTURE

Our roadmap for the future includes both new innovation and improvements for current customers. We’re already building our next satellite — ViaSat-2 — with yet another leapfrog gain in technology and service levels. At the same time, we’re always looking at ways to improve service and speeds for our current customers.

With such powerful tools 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:

ADDITIONAL SERVICES

We also offer Exede Voice, giving subscribers an opportunity to replace their landline phone with a Voice Over Internet Protocol (VoIP) service.

In 2014, we added Exede Business, tailored for the unique needs of business owners looking for a more robust service plan.

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 provide 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.

Now installed on a growing number of JetBlue and United aircraft, Exede in-flight Internet service will introduce millions of passengers to the Exede Internet brand and service.

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. It can also be used to stream live events — such as a concert or sporting event — offering real-time, HD video from wherever events are taking place.
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.

- **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 can’t reach. After two years of intense planning and a highly competitive process, the government chose ViaSat over all its competitors to supply the infrastructure to make it happen.

- **EUROPE**: ViaSat supplies the technology behind Eutelsat Communications — the EU’s primary provider of satellite broadband.

- **CANADA**: 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.

- **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**: ViaSat plans to extend service with new satellites in the future to Mexico and parts of South America. When ViaSat-2 launches in 2016, it will include coverage for all of Central America, Mexico, the Caribbean and northern South America.

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

**GOVERNMENT & DEFENSE**

Government and defense work still comprise a large part of ViaSat’s business. 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 with 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.
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 WITHOUT A REFRIGERATOR OR A TELEVISION.

PEOPLE NEED THE INTERNET FOR EVERYTHING

- Watching videos on YouTube, Hulu, Vimeo and many others
- Video chat with friends and family via Skype, FaceTime and other services
- Online shopping and price comparisons
- Staying in touch with friends and family via Facebook, Twitter and other social media services
- Downloading and streaming music
- Homework and research
- Sharing photos with friends & family
- Sports, news, weather and entertainment
- VoIP phone service
- Working remotely or running a home-based business

THE MARKET IS GROWING MORE RAPIDLY THAN EVER!

Internet users in the U.S. grew from 47% of the adult population in 2000 to more than 87% of the population in 2014. (Pew Research Center)

Online video consumption was up 57% in the first quarter of 2014 over the same period in 2013. (Adobe Digital)

The average American spends 60 hours a week consuming content online across various devices. (Nielsen)
A HUGE OPPORTUNITY

WISPS DO A GREAT JOB BRINGING INTERNET TO THE COMMUNITIES THEY SERVE. EXEDE CAN HELP FILL IN THE GAPS OUTSIDE THE WISP SERVICE AREA OR FOR CUSTOMERS WITH FAILED LINE-OF-SIGHT.

OUT OF SERVICE AREA

WHAT PERCENTAGE OF YOUR POTENTIAL CUSTOMERS ARE CURRENTLY UNSERVICEABLE?

20%? 25%? 30%?

These households represent a new business opportunity for WISPs.
SUPER FAST SPEED FOR EVERYONE! We’ve got the speed and the capacity to offer the millions of unserved and underserved households an affordable, truly high-speed satellite broadband service. Exede Internet is great ‘gap’ coverage for WISPs when it comes to customers outside your service area or with line-of-sight issues.

EXEDE SPEEDS

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.

In 2013 and 2014 FCC reports, Exede ranked #1 among all Internet providers for delivering at or above advertised speeds for both uploads and downloads.


ViaSat-1, recognized as the world’s highest capacity communications satellite, launched in October 2011.
Service plans vary by beam, so the offerings depend on the location of the customer.

Similar model to cellphone service: Everyone enjoys the same service level and the same speeds; customers pay more or less depending on how much data they wish to have.

No overage fees — just buy more data if and when you need it.

EXEDE 12 PLANS

All of these options feature the same fast speeds: 12 Mbps downstream and 3 Mbps upstream. No overage fees — just buy more data if and when you need it.

EXEDE 12 CLASSIC

Our traditional data-based plans with 10, 15 and 25 GB options. All Classic plans also include The Free Zone — a 5-hour daily period with unmetered data usage.

EXEDE 12 CLASSIC + EVOLUTION

Classic plans plus Evolution, a plan that features unlimited webpage and email access, plus an additional 5 GB or more of data for video and everything else AND The Free Zone.

EXEDE 12 FREEDOM

These beams feature Evolution plans with 5 and 20 GB data buckets, plus Freedom, our virtually unlimited plan without a strict data allowance.

EXEDE 5 PLANS

In areas not covered by ViaSat-1 beams we offer Exede5 service: 5 Mbps downstream and 1 Mbps up. No overage fees — just buy more data if and when you need it.

EXEDE 5 CLASSIC

Our traditional data-based plans with 10, 15 and 25 GB options. The Exede 5 plans also include The Free Zone — a 5-hour daily period with unmetered data usage.

EXEDE BUSINESS

Compared to our residential plans, Exede Business comes with faster speeds, bigger data allowances, and persistent IP addresses. Exede Business is available in all Exede 12 service areas.

Service availability and plan features are subject to change.

*Freedom plan customers who use greater than 150 GBs of data during their monthly billing period may be contacted and given the option to reduce their usage or transition to another service plan per the Bandwidth Usage Policy at www.exede.com/legal. Service is for residential and non-commercial use only.
MADE FOR WISPS: A PROGRAM DESIGNED FOR YOUR SUCCESS

A STRONG PARTNERSHIP

We believe in partnering with independent WISPs and are committed to supporting them as a crucial part of our success. Our WISP program is unique in the industry, and we’ve created a sustainable platform on which you can rely. It’s not flavor-of-the-month deals or a pricing structure that rises and falls with your sales volume, but a comprehensive 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 business and support.

SOME BENEFITS OF OUR WISP RESELLER PROGRAM

- You own the customer
- Attractive profit margins
- Competitive plans with flexible pricing
- Fast speeds your customers will love
- Low-cost equipment
- Easy to install with great training programs
- Flexible branding options
- Customizable marketing materials
- Distributor support

Above all, we strive to be a company that makes it easy for you to do your business.
ONCE YOU’RE ON BOARD AS AN EXEDE INTERNET RESELLER, YOU’RE READY TO START EARNING ADDITIONAL REVENUE. Your first five sales will enable you, your office staff, sales people and technicians to become more familiar with the Exede service plans and WISP program. And you’ll have made five new, previously unserviceable customers very happy. Here are a few tips for making your first 5 sales without spending a lot of money:

**1. GET YOUR SHOWROOM ACCOUNT ACTIVATED**
Take time to familiarize yourself and your employees with Exede Internet service plans. Invite your unservicable customers to compare Exede to their internet service at home.

**2. PICK YOUR SERVICE PLANS AND SET YOUR PRICING**
You’ll have the flexibility to choose Exede plans that work best for you and your customers.

**3. GET YOUR TECHS TRAINED**
So they can get going with installs right away.

**4. PUT YOUR MARKETING MATERIALS TO USE**
We’ll help you develop brochures, flyers and other collateral to support sales of the plans you choose.

**5. REACH OUT TO YOUR UNSERVICEABLE BASE**
Make sure your customers know about this great new service you’re offering. Invite them to come in for a demonstration, and let them know you’ve got a solution that’ll work for them.

**6. TRAIN YOUR STAFF TO SELL EXEDE**
We’ll help with the materials and know-how you’ll need to get your sales team and technicians up to speed and out selling.

**7. PROMOTE YOUR BUSINESS**
It’s crucial to get the word out to your community that you’ve got the technology to bring them high-speed internet — whether it’s your service or Exede. Here are just a few proven tactics to get the phone ringing:

- **DOOR HANGERS:** Have your techs door-hang neighbors when they’re in the area doing an install.
- **YARD SIGNS:** Use them! This simple tool can really generate interest — and sales.
- **EVENTS:** From county fairs to local business roundtables, anywhere people are gathered is an opportunity to talk to people about the services you offer to get them online.
MOST ADVANCED SATELLITE TECHNOLOGY

★ EASY ASSEMBLY

★ EASY INSTALLATION
  » Our unique MITe (Maintenance & Installation Tool for Exede) app works on Android and Apple phones to allow for precise pointing, peaking, and troubleshooting
  » Single COAX cable

★ ALWAYS ON HIGH-SPEED CONNECTIVITY

★ PROVEN RELIABILITY

★ VOIP COMPATIBLE

★ LOW COST

WALL MOUNT

ROOF MOUNT

POLE MOUNT
GREAT TOOLS FOR YOU AND YOUR CUSTOMERS

**WISP SUPPORT PORTAL**
This site is a full-service resource for you to run the Exede side of your business. Functionality includes:

- Serviceability check – matches customer address to corresponding Exede service beam
- Order Entry – via Support Portal or API
- Access customer information – Quick Flash
- Add/Modify Customer Packages/Products
- Field Support e-Guide – complete technical reference guides, videos and job aids for technicians
- Notifications

**APIS**
Custom tools available for your billing vendor to permit management from a single dashboard.

**eSVT: YOUR WINDOW INTO YOUR CUSTOMER’S SERVICE**
The Enhanced Service Visibility Tool (eSVT) is used to access customer account information including service and modem status.

- Access onsite or remotely
- Can be used before, during and after a service call
- Assists in trouble-shooting and validating service quality

**MyEXEDE: COMPLETE CUSTOMER PORTAL**
- Allows subscribers to monitor, measure and review their data usage
- Lets them purchase more data with ‘Buy More’
**WISP TRAINING**

Following approval of your application, the new WISP onboarding process includes required training for WISPs and others selling Exede Internet. As soon as your application is processed and approved, you’ll receive login information for our online training, which goes over information every WISP should know before getting started. This includes:

- A description of the services a WISP can resell
- A quick overview on how the technology works
- Mandatory Customer Agreement provisions
- How to place an order in ViaSat’s WISP Support Portal
- PCI compliance
- Warranty and service standards

**Online:** Training modules for all WISPs are taken online through the ViaSatCentral online training and resource center.

After ViaSat receives your completed new WISP paperwork from your distributor, you will be contacted by ViaSat and your distributor with instructions for enrolling in the ViaSatCentral online training program. The required training is user-friendly and informative and is specifically designed to help you understand the processes necessary to launch and support your Exede business.

**vi satcentral.com:**
Your hub for ViaSat field operations and training

WISP support training for your office staff is provided online.

Technicians get plenty of web-based, instructor-led training with webinars hosted multiple times every week.
INSTALLER TRAINING

Your first step in becoming a new ViaSat certified technician for Exede Internet services will be to create a student profile at www.viasatcentral.com. This will automatically enroll you in the ViaSat Certified Technician Learning Plan, which includes online courses and participation in a web-based, instructor-led training webinar.

The online classes are self-paced and do not require completion in a single setting. The online courses must be completed prior to enrolling in the instructor-led technician webinar.

After completing the online courses, the technician must:

- Enroll and attend the technician training webinar
- Pass the assessment at the end of the course, and
- Provide photographs of his/her first 2 installations

These webinars are hosted and conducted multiple times every week. Check the website below to see the current schedule of instructor-led technician webinars:

exedewisptraining.com

IMPORTANT:

You must complete all training courses relevant to your status as a new Exede WISP before we can activate you.