



NEWS RELEASE

For Immediate Release

HBO NOWSM Available to Apple and Optimum Online Customers Today

John Oliver from *Last Week Tonight* Offers His Take on HBO NOW [Here](#)

NEW YORK, NY April 7, 2015 – Home Box Office announced today that HBO NOWSM – the network’s highly anticipated standalone premium streaming service – is available starting today, providing audiences with instant access to HBO’s acclaimed programming. To subscribe, consumers only need the internet. HBO NOW is available directly through Apple or Optimum Online for a monthly subscription of \$14.99. Customers who sign up for HBO NOW in April will enjoy a 30 day introductory free trial period.

Just in time for the premiere of the fifth season of *Game of Thrones* on Sunday, April 12, HBO NOW subscribers will have access to every episode of every season of the best series programming, more of the biggest and latest Hollywood hit movies, original HBO Films, groundbreaking documentaries, sports, and comedy and music specials.

Similar to HBO GO, HBO NOW will offer more than 2,000 titles online. This includes current critically acclaimed series like *Game of Thrones*[®], *True Detective*[®], *Silicon Valley*[®], *Girls*[®], *Veep*[®], *Last Week Tonight with John Oliver*[®], and *The Leftovers*[®], as well as classics like *The Sopranos*[®], *Sex and the City*[®], *True Blood*[®], *The Wire*[®] and *Deadwood*[®]. In addition, HBO NOW subscribers will have instant access to more Hollywood hits like *Divergent*, *X-MEN: Days of Future Past*, *Neighbors*, *Godzilla* and *Dawn of the Planet of the Apes*. HBO continues to be in discussions with its existing network of distributors and new digital partners to offer HBO NOW.

SUBSCRIBING TO HBO NOW THROUGH APPLE

STEP 1: Apple customers can subscribe to HBO NOW by downloading the app on their iPhone, iPad or iPod touch or directly on Apple TV using their iTunes account.

STEP 2: Customers purchase an HBO NOW subscription directly in-app through Apple for \$14.99 per month, following the limited time, introductory 30 day free trial period.

STEP 3: Upon registering with Apple, subscribers will set up HBO NOW login credentials, enabling them to watch their favorite HBO programming on their iOS devices as well as on HBONOW.com via PC or Mac.

SUBSCRIBING TO HBO NOW THROUGH OPTIMUM ONLINE

STEP 1: Cablevision’s Optimum Online customers can purchase an HBO NOW subscription by ordering the service online at Optimum.net/HBONOW or by calling 866-262-9329 for \$14.99 per month, following the limited time, introductory 30 day free trial period.

STEP 2: After purchasing their HBO NOW subscription, Optimum Online customers can access the service by downloading the HBO NOW app on their Apple TV or iOS device or by going to

HBONOW.com. Customers then select “Optimum” from the drop down menu of providers and sign in using their Optimum username and password.

STEP 3: Upon registering with Optimum, subscribers will set up HBO NOW login credentials, enabling them to watch their favorite HBO programming on their Apple TV or iOS devices as well as on HBONOW.com via PC or Mac.

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc. and the world’s most successful pay TV service, providing the two television services – HBO® and Cinemax® – to approximately 122 million subscribers worldwide. The services offer the popular subscription video-on-demand products HBO On Demand® and Cinemax On Demand®, as well as HBO NOWSM, HBO GO® and MAX GO®, HD feeds and multiplex channels. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO GO, bring HBO services to over 60 countries. HBO and Cinemax programming is sold into over 150 countries worldwide.

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