



They're the muscle you need to build HBO and pay units!

Come on – plex your muscle! Pump up profits and strengthen satisfaction. With HBO2 & HBO3, you're sure to bulk up incremental income. In fact, "plexed" systems show 8.5% improvement in HBO subs,* and overall growth in pay units versus non-plexed systems.** Plus, each of these channels registers better ratings than almost all basic cable channels. After all, nothing else gives you a bigger body of entertainment choices to offer your subs. HBO2 & HBO3 – just what you need to shape up your bottom line!

*HBO Subscriber Report. **HBO Transactional Database

Photo of Charles Atlas, World Famous Bodybuilder, by permission of Charles Atlas, Ltd., New York, NY 10150

©1994 Home Box Office, a division of Time Warner Entertainment Company, L.P. All rights reserved. HBO is a registered service mark of Time Warner Entertainment Company, L.P.