

Optimize your company's TV reception assets with a lease purchase



Cash is king and a Leased Satellite System will maximize cash for both short and long term

Renting TV reception equipment for many years on a monthly basis just doesn't make sense - *unless you're the cable company*

Compare a rented cable TV installation to an owned satellite TV headend system

	Rented Cable TV Service	Owned Satellite TV System
100% financing with no down payment required	N/A	Yes
Matching revenue and expense payments	Monthly	Monthly
Provides the lowest monthly cash payment for the customer	No	Yes
Equipment ownership	No	Yes
Equipment monthly payments	Forever	Lease term only
Programming + equipment	Yes	Yes
Added customer cash revenue after lease term	No	Yes
Annual tax write-off	Sum of monthly payments	Depreciation plus imputed interest
2009 Section 179 equipment depreciation deduction permits 100% of the equipment installation to be expensed if not already utilized	No	Yes
2009 bonus depreciation deduction - if Section 179 depreciation expense is totally used, the equipment can still be expensed for 2009 tax purposes (the MACRS depreciation will be 60% of the equipment/installation cost)	No	Yes
Lease interest deduction	No	Yes
Off-balance sheet financing	No	Available*
Balance sheet debt recognition avoidance	Yes	Available*
Equipment disposal concerns eliminated	Yes	Yes
Facilitation of planned equipment replacement	Yes	Yes
Avoids stranded asset issues	Yes	Yes
Manages technology obsolescence	Yes	Yes
Favorable alternative minimum tax treatment	No	Yes

*This structuring is available for installations that meet specific parameters of dollar size, credit rating, lease term and other considerations.

The above information is provided as a public service and is not to be construed as professional tax or accounting advice. Check with your tax and accounting advisors for the impact of these items on the financial statements for your company or organization.