Sling TV Launches Industry-First $4.99 Day Pass Redefining How Viewers Watch Live TV

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- *New Sling TV passes offer instant, contract-free access to live sports, tv and entertainment for a day, weekend or week*

ENGLEWOOD, Colo., Aug. 12, 2025 /PRNewswire/ -- Sling TV, the most flexible live streaming service, is flipping the script on traditional streaming bundles with the launch of the first of its kind, new $4.99 Day Pass, $9.99 Weekend Pass and $14.99 Week Pass. Sling TV shook up how we watch TV in 2015. Now it's breaking the mold again, just in time for football season with fresh, flexible ways to tune in, giving customers even more control over how they watch television.



Passes are the latest move in Sling's mission to challenge industry norms by creating flexible, fan-first streaming solutions at a time when consumers are demanding more control and less cost. This industry-first product gives viewers instant, 24-hour access to live TV, sports and entertainment without a long-term commitment.

"This launch is about putting control back in the hands of the fans, whether it's tuning in for college football, professional sports, award shows, or a spontaneous movie night, all without having to sign a long-term, binding contract," said Seth Van Sickel, Senior Vice President, Product and Operations, Sling TV. "With college football just around the corner, our new Day Pass offering is all consumers need to win on game day, for just $4.99."

New Offerings: Built for Real-Life Moments
To give football fans the ultimate flexibility, Sling TV has launched its new passes, short-term streaming options built for real-life viewing habits. Whether you're catching a single Saturday or Sunday showdown, settling in for a weekend of back-to-back games, or need a full week of access during playoffs or a school break, these passes make it easy. Get instant access to live football, entertainment, family friendly shows and news—no contracts, no long-term bills, just the action you want, when you want it.

- **Day Pass ($4.99):** Instant 24-hour access. Perfect for a big game, an awards show, or an impromptu movie night.
- **Weekend Pass ($9.99):** Access from Friday to Sunday. Ideal for a weekend of games, a movie marathon, or catching up on a show.
- **Week Pass ($14.99):** 7-day access. Great for a week-long tournament, watching a new series, or keeping the family entertained on break.

Along with the launch of Day Pass, subscribers can also add Sling Extras, add-on channel packages. These add-ons offer a way to customize your channel lineup by category. Current Sling Extra packages include, Sports Extra, News Extra, Entertainment Extra, Hollywood Extra, Lifestyle Extra, Heartland Extra and Kids Extra. Fans can add Sling Extras to their passes for $1 for Day Pass, $2 for Weekend Pass and $3 for Week Pass.

Day Pass, Weekend Pass and Week Pass include live and on-demand access to popular networks on Sling Orange like ESPN, ESPN2, ESPN3, TNT, A&E, TBS, Disney Channel, Comedy Central, History Channel, CNN and more.

"Built for the way people actually watch TV today, our new passes put viewers in control," said Van Sickel. "For just $4.99, fans can dive into live sports, trending shows, or special events with no strings attached. It's instant access, ultimate flexibility and an unbeatable value."

For more information about Sling TV and the new passes, visit Sling.com.

About Sling TV
Sling TV is an Emmy® Award-winning live streaming TV service that provides more than 700 channels from today's most popular networks across its general market, Latino and international services. It is available on all major streaming devices, smart televisions, tablets, game consoles, computers and smartphones. Sling TV offers two general market streaming services, Sling Orange and Sling Blue, that collectively feature content from Disney/ESPN, FOX, NBC, AMC, A&E, AXS, Discovery, Scripps, Turner, Viacom, NBA TV, NFL Network, NHL Network, GSN, Hallmark, SHOWTIME, STARZ and MGM+. Sling TV offers customers access to free content via Sling Freestream, à la carte channels and services, plus Pay-Per-View events and movies on-demand. Sling TV provides a suite of stand-alone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV is the leading U.S. provider of foreign-language programming, with more than 400 channels in 27 languages. Visit sling.com for more information. Sling TV L.L.C. is an indirect wholly-owned subsidiary of EchoStar Corporation (NASDAQ: SATS).

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