



LETTER OF PERMANENT CONFIDENTIALITY

July 10, 2008

FCC ID: S7USBPB3051

Federal Communications Commission
7435 Oakland Mills Road
Columbia, Maryland 21046

Subject: Permanent Confidentiality

This letter of request for confidentiality under FCC Part 0.459 for the FCC application for the Slingbox PRO-HD, (Model SB300-100; FCC ID S7USBPB3051). Sling Media Inc., is requesting the Federal Communications Commission that the following documents be held in permanent confidentiality in regards to public inspection:

- Schematics - (CONF_m80506a1_schematic diagram.pdf)
- Block Diagrams - (CONF_m80506a1_block diagrams.pdf)
- Operational description in regards to public inspection - (CONF_m80506a1_opdesc.pdf)

We are making this request due to high competition and the new technology of this product. The information contained in these documents presents information about a Sling Media product that is being certified for commercial development. If competitors were to have access to this document both before and after release, they would have knowledge of Sling Media's proprietary technology and would be able to use this advance knowledge to their advantage. This could result in substantial competitive harm to Sling Media's ability to bring future product to market, should that decision be made.

1. Identification of any measures taken by the submitting party to prevent unauthorized disclosure.
 - a. Information about Sling Media's products currently under development is considered by the company to be commercially sensitive information that employees are not permitted to discuss outside this company.
2. Identification of whether the information is available to the public and the extent of any previous disclosure of information to third parties.

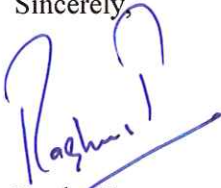
a. Information about product development is not routinely provided to the public, and is not available on Sling Media's web site. No information about this product has been disclosed.

3. Justification of the permanent period during which the submitting party asserts that material should not be available for public disclosure.

This request is in addition to our short term confidentiality request to withhold specific Sling Media technology confidential per applicable regulations.

If you have any further questions or need additional information, please feel free to give me a call at (650) 293-8009.

Sincerely,



Raghu Tarra
VP of Engineering
Sling Media, Inc.