

# DISH Network Offers New Filipino Programming Package

EchoStar Communications Corporation (NASDAQ: DISH) announced today that its DISH Network™ satellite television offers a new Filipino programming package called Viva Pinoy Pack. Viva Pinoy Pack includes Viva TV, NBN America and RPN USA. The addition of this Filipino package reinforces DISH Network's leadership in international programming. DISH Network currently has four Filipino channels: Viva TV, NBN America, RPN USA and the Mabuhay Channel. DISH Network also offers more than 120 international channels in more than 25 languages, including Arabic, Chinese, French, Hindi, Polish, Japanese and Russian.

“said Tracy West, DISH Network's vice president of International Programming.”

The Viva Pinoy Filipino programming package offers a mix of Filipino-language channels that provides movies, news, sports and lifestyle programs. Viva TV provides access to the most recent and top-rated movies from the Philippines. NBN America offers extensive news programming along with local sports such as basketball and boxing, while RPN USA is a general entertainment and lifestyle channel that offers Filipino music, news, cooking, travel and fashion programming. The Mabuhay Channel provides Pinoy audiences with the very best in Pinoy news, movies, travel and lifestyle entertainment programs.

"Viva TV will entertain the entire Filipino-American family with a mix of everything that is fun and exciting that captures the heart of the Philippines and Filipinos," said Vicente Del Rosario, chairman of Viva Entertainment Inc. "We are pleased to bring our brand of pinoy entertainment to DISH Network's Viva Pinoy Pack.

"The addition of the Viva Pinoy Pack gives customers an eclectic mix of news and entertainment straight from the Philippines in one programming package," said Tracy West, DISH Network's vice president of International Programming. "DISH Network has the most channels for foreign-language speaking customers, offering the most comprehensive international programming packages in the industry."

The Viva Pinoy Pack is \$11.99 per month for customers who subscribe to one of the following qualifying programming packages: DishFAMILY, America's Top 60 or above, DISH Latino or above or Great Wall. The Viva Pinoy Pack is \$16.99 per month for customers without a qualifying programming package.

For additional channel information or to learn more about DISH Network's international programming offers, please visit [www.dishnetwork.com](http://www.dishnetwork.com), call 1-800-333-DISH (3474), or contact your local DISH Network retailer.

## About GLOCAL

Founded in 2004, Glocal Media Networks Inc. ("GMNI") was established to take advantage of the increased need for specialized entertainment content for pay-television markets worldwide through cable, satellite, mobile and IP services. Specifically, GMNI focuses on the foreign language markets worldwide through partnerships with content owners and GMNI's own acquisition and production of programming. Visit [www.gmni.net](http://www.gmni.net) or [www.vivapinoypack.com](http://www.vivapinoypack.com).

## About EchoStar Communications Corporation

EchoStar Communications Corporation (NASDAQ: DISH) serves more than 12 million satellite TV

customers through its DISH Network™, the fastest growing U.S. provider of advanced digital television services in the last five years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

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