DISH Courts Heart of America With Family-Friendly TV

Heartland Package Includes GMC, Hallmark, PixL, RFDTV and RURAL TV

DISH Network L.L.C. (NASDAQ: DISH) announced today the availability of the Heartland Package, a specialty programming package the entire family will enjoy that includes movies, classic TV series, inspirational concert specials, rural lifestyle content and more. The new package features Hallmark Channel, Hallmark Movie Channel, GMC TV, PixL, RFD-TV and, starting later this week, RURAL TV.

> "Just in time for Valentine's Day, DISH delivers a programming package that courts the heart of America with family-friendly entertainment"

DISH customers looking for a wider selection of family entertainment can add the Heartland Package to their existing subscription for $5 a month.

"Just in time for Valentine's Day, DISH delivers a programming package that courts the heart of America with family-friendly entertainment," said Dave Shull, senior vice president of Programming at DISH. "Parents want to be involved and watch TV with their children, and the Heartland Package brings the whole family together around this combination of family-focused networks. In addition, DISH provides advanced parental control technologies that equip parents to choose the content their children can access."

The networks within the package line-up are available on the following channels:

Hallmark Channel, channel 185

Hallmark Channel offers viewers a way to celebrate life's moments, creating powerful connections with programming meant to make the most out of every season and every day.

Hallmark Movie Channel, channel 187

Positive, meaningful, original and always entertaining, Hallmark Movie Channel is a trusted family friendly network devoted to quality story telling.

GMC TV, channel 188

GMC TV is America's favorite television channel for uplifting music and family entertainment. The Parents Television Council™ awarded its Entertainment Seal of Approval™ to GMC for being an authentic family-friendly cable network. GMC can be seen in more than 51 million homes on various cable systems around the country.

PixL, channel 388

PixL is the first true family-safe 24/7 premium movie channel premiering original movies, miniseries and series that inspire, amuse and touch the heart -- featuring the biggest stars from film and television in the world today -- with absolutely no commercial interruptions.

RFD-TV, channel 231

RFD-TV is dedicated to serving rural America with a 24-hour schedule of well-balanced, high quality, original and family-oriented programs that cover the rural way of life, including agriculture, equine, music and entertainment.

RURAL TV, channel 232

RURAL TV is a new rural business and lifestyle channel, featuring live news with daily market coverage, focusing on business and policy issues of rural America. Following the successful format of RFD-TV, RURAL TV will include programming on equine, music and entertainment but the foundation for RURAL TV's daily program schedule will focus on the business of rural America and will include international programming.

For more information about the new Heartland Package and other DISH packages, please visit http://www.dish.com/entertainment/channels/#a-la-carte.

Heartland Package images are available at http://press.dishnetwork.com/Press-Center/Photo-Library.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.945 million satellite TV customers, as of Sept. 30, 2011, with high quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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