

DISH Expands On-Demand Lineup With First Faith-Friendly Streaming Movie Service From GMC TV

DISH (NASDAQ: DISH):

- Stream on-demand G-Movies movies and television series anytime, anywhere
- Expansion part of DISH's growing lineup of family entertainment

DISH, a leading pay-TV provider, is offering more choice in family-friendly entertainment by adding G-Movies, the new faith friendly streaming movie service from GMC TV, to its on-demand programming lineup. Subscribers of DISH's exclusive Heartland Package or Blockbuster @Home service can stream inspirational titles from G-Movies directly through their television or mobile devices.

At home or away, DISH customers can enjoy more than 150 faith-friendly feature films, television series and biblical documentaries from G-Movies using an Internet-connected DISH receiver or by streaming on mobile devices using the DISH Remote Access app or on dishonline.com.

Available on-demand programming from G-Movies includes the bible-based animated series "Pahappahooey Island;" teen drama "Much Ado About Middle School" starring Bill Cobbs, Lee Meriwether and Amanda Waters; and the "Left Behind" series of dramatic movies starring Kirk Cameron and based on the New York Times bestselling books by Tim LaHaye and Jerry B. Jenkins.

"DISH is leading the way with a growing lineup of networks and programs for households seeking value-based television," said Dave Shull, senior vice president of Programming at DISH. "G-Movies provides the best titles for families searching for entertainment that upholds their faith and values and offers uplifting programs every member of the household can enjoy."

"The ratings success of GMC's World Premiere Movies franchise has proven that there is a huge appetite for faith-driven films," said Charles Humbard, president and CEO of GMC TV. "With that in mind, we created G-Movies as an extension of the GMC brand. As we continue our commitment to expand production of our World Premiere Movies, G-Movies provides a win-win for our distributors and faith conscious consumers who enjoy this genre providing an opportunity for them to further enjoy quality, faith-friendly, family entertainment anywhere."

Humbard said that the ratings success of GMC World Premiere movies has led the network to present at least one new original movie every month, with 16 such productions slated for 2013.

According to Simmons Research, 75 million people in the U.S. describe themselves as "active Christians," and 40.5 million adults, 25-54, want faith-friendly and family-values programming. Additional research conducted for GMC by Barna Group showed that 70% of these faith friendly consumers expressed positive interest towards the new G-Movies service.

In addition to the on-demand programs from G-Movies, DISH's Heartland Package features seven family-entertainment networks, including, GMC TV, Hallmark Channel, Hallmark Movie Channel, PiXL, Baby TV, RURAL TV and RFD TV. This package includes more than 3,000 streaming children's and family programs to the iPad using the DISH Remote Access app. Streaming programs are available from BabyFirstTV, Cookie Jar, Content Kids, Gaiam and GoDigital networks. At \$5 per month, this is an add-on package to the regular DISH programming packages.

Similarly, subscribers of DISH's Blockbuster @Home service can watch the on-demand programs from G-Movies along with the streaming children's and family programs available through the Heartland Package. At \$10 per month, the Blockbuster @Home service includes thousands of additional streaming programs from networks Encore, Epix, Starz and MoviePlex; features a disc-by-mail service for DVDs, Blu-Rays and

games; and more than 20 additional programming channels available through the set top box.

Download the DISH Remote Access application from iTunes. More information is available at www.dish.com/technology/tv-everywhere.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.071 million satellite TV customers, as of March 31, 2012, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition lineup 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.

About GMC TV

GMC (www.watchGMCtv.com) is America's favorite television channel for uplifting music and family entertainment. The Parents Television Council™ has twice awarded its Entertainment Seal of Approval™ to GMC for being "an authentic family-friendly cable network." GMC is the only television network brand to be so honored. GMC can be seen in more than 51 million homes on various cable systems around the country, and on DISH Network on channel 188. Follow GMC TV on Facebook and Twitter at <http://facebook.com/gmctv> and <http://twitter.com/gmctv>.

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