

# DISH Tops DIRECTV and Cable in Customer Satisfaction in 2012 American Customer Satisfaction Index

*DISH Continues Its Winning Streak, Now Beating Comcast, Time Warner and Charter for the Twelfth Consecutive Year*

The American Customer Satisfaction Index (ACSI) has ranked DISH (NASDAQ: DISH) first among the nation's largest satellite and cable providers in the key measures of customer experience, including overall value, customer satisfaction and customer loyalty for 2012.

Released today, this year's survey found DISH beat competing satellite TV provider DIRECTV in overall customer satisfaction, and for the twelfth year running, DISH has surpassed Comcast, Time Warner and Charter in that key criterion. DISH also led the cable and satellite industry in call center satisfaction and, for the second consecutive year, in web site satisfaction.

"Customer satisfaction has been a big focus for DISH," said Bernie Han, chief operating officer at DISH. "We're pleased to see that our efforts to deliver a best-in-class service experience are being recognized by our customers, but we know that we have a lot more room to improve."

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The national index is updated each quarter and month with new measures for different sectors of the economy. The overall ACSI score factors in scores from more than 225 companies in 47 industries and from

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government agencies over the previous four quarters. The Index was founded at the University of Michigan's Ross School of Business and is produced by ACSI LLC. ACSI can be found on the web at [www.theacsi.org](http://www.theacsi.org).

## 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](http://www.dish.com).

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