

# Blockbuster Rolls Out the Blue Carpet in Their Better Blockbuster Extravaganza

## *Blockbuster Drives New Members Into Refreshed Stores With Blockbuster Savings*

Today, Blockbuster announced an exciting way to stay entertained away from the summer heat and keep the kids engaged with the release of the Better Blockbuster Extravaganza -- including free rentals of movies and games at their updated stores.

Now through July 31, Blockbuster is offering exclusive deals as part of the Better Blockbuster Extravaganza. Coupons available at [www.betterblockbuster.com](http://www.betterblockbuster.com) feature:

- Rent one movie get one free
- Rent one game get one free
- One free month of unlimited Kids and Family movie rentals through the Kids Pass membership subscription
- One free month of unlimited movie and game rentals through the Blue Ticket membership subscription

"The Extravaganza is a great opportunity for people to visit the new and better Blockbuster -- we have refreshed our stores, creating a new shopping experience," said Blockbuster president Michael Kelly. "Now it's easier to find just what you're looking for. We've set aside an entire section just for kids. The kids love having their own area to find their favorite movies. Blockbuster continues to be a family entertainment destination. Today, we have more than 7,000 Blockbuster employees nationwide and nearly 900 store locations, which makes us the largest video rental chain nationwide. That's more stores than Apple, Microsoft and Costco combined."

Summer is a great time to catch up on the latest movies, TV shows and games, as well as enjoy some of the classics. And with the great deals at the Better Blockbuster Extravaganza, movie and game lovers will get all the summer entertainment they can handle.

## *About Blockbuster L.L.C.*

Blockbuster L.L.C. is a subsidiary of DISH Network Corporation, leading the movie and game industry in digital and disc rentals and sales. Blockbuster provides convenient access to family entertainment through a variety of channels -- by mail via [www.blockbuster.com](http://www.blockbuster.com), in almost 900 stores across the U.S., via digital movie downloads using a PC, Blu-ray player, connected TV or portable device, and via Blockbuster @Home through DISH Network -- making it easy and convenient to access family entertainment. Blockbuster offers games for all major gaming devices, including Nintendo DS, Nintendo 3DS, PS2, PS3, PSP, Wii, Xbox and Xbox 360. Focused on ease and convenience, it's no wonder that Blockbuster serves millions of customers nationally and internationally. For more information please visit our website at [www.blockbuster.com](http://www.blockbuster.com).

\*Memberships require a valid major credit card, which will be charged monthly after the first month until membership is cancelled.

## *About DISH Network*

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides

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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 line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation'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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