

DISH's Hopper Whole-Home HD DVR Awarded "Best of Show" at 2012 CEA Line Shows

Electronics industry event recognizes Hopper for whole-home capability, expansive video storage; PrimeTime Anytime and AutoHop provide consumer choice and control of TV viewing

DISH's new Hopper™ Whole-Home HD DVR receives the Best of Show award at the CEA Line Shows electronics event in Manhattan, which runs through Thursday.

Culminating a week of consumer electronics industry activities, DISH's Hopper system was recognized by the Line Shows judges for its innovative features, including three satellite-TV tuners and a two-terabyte hard drive that stores up to 2,000 hours of video. Accompanied by small, sleek Joey™ units for second, third, and fourth-room viewing, the Hopper enables customers to pause live TV in one room and continue watching in another room.

Hopper also features the unique PrimeTime Anytime™ and AutoHop™ capabilities that customers can enable to record major network primetime broadcasts and play them back commercial-free the following day.

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“The Hopper embodies the evolving nature of innovation in technology and new ideas to deliver a better experience to TV viewers,” said Joseph Clayton, DISH's CEO. “PrimeTime Anytime is a consumer-enabled feature that is a great way to showcase network content. AutoHop is an extension of what consumers already do, skip commercials on shows they record.”

AutoHop is an extension of the Hopper's PrimeTime Anytime capability, the exclusive feature that allows viewers, with one click, to record all of the primetime TV programming on ABC, CBS, FOX and NBC in HD -- the networks that deliver some of the most popular shows during primetime.

Once the consumer enables the PrimeTime Anytime feature, the Hopper stores these shows for eight days after they have aired making it easy to access episodes from last night, or last week. The patented AutoHop feature works with most shows recorded using PrimeTime Anytime.

A viewer can watch a show with the AutoHop option commercial-free starting at 1 a.m. ET, after a show has been recorded with the Hopper's PrimeTime Anytime capability. Prior to that, the Hopper's 30-second “hop forward” feature continues to work for same-day viewing of recorded shows.

For Internet-connected customers, the Hopper's on-demand capabilities give access to DISH's [Blockbuster @Home™](#) for \$10 per month, providing thousands of movies and TV shows streaming to the TV.

Screenshot images of DISH's Hopper and its PrimeTime Anytime and AutoHop features are available online at <http://press.dishnetwork.com/Press-Center/Photo-Library>.

More information about Hopper is available at www.dish.com/hopper.

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 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.

About CEA Line Shows

Held from June 27- 28, CEA Line Shows brings together major brands, innovators and start-ups to introduce their products to top media, analysts and technology thought leaders. With more than 120 participating companies, the 2012 CEA Line Shows and Digital Downtown Conference is organized in association with CEA, along with Martin Porter Associates and Consumer Technology Publishing Group/NAPCO, publisher of Dealerscope, Custom Retailer and E-Gear Magazines.

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