

DISH Appoints Jay Roth Chief Marketing Officer

ENGLEWOOD, Colo.--July 6, 2016--([BUSINESS WIRE](#))--DISH today announced that Jay Roth has been named senior vice president and Chief Marketing Officer. Roth will be responsible for marketing, advertising and consumer insights. He will serve on DISH's senior leadership team and report to Warren Schlichting, DISH's executive vice president of Marketing, Programming and Media Sales.

For the past decade, Roth held senior marketing and acquisition roles at JP Morgan Chase. He brings to DISH a consumer-centric approach and a successful track record of leading metric-driven marketing campaigns to grow the company's customer base, improve the quality of accounts created and increase existing customer interaction with its products and services.

Most recently, Roth led direct-to-consumer marketing efforts for Chase's consumer banking and home lending organizations. Before joining Chase, he held increasingly senior marketing roles for Bank One, leading acquisition and retention efforts across the institution's Auto, Mortgage and Home Equity divisions.

"DISH is all about challenging the pay-TV industry's status quo," said Schlichting. "We believe Jay's precision marketing experience and approach to the entire 360-degree consumer experience will be a strong complement to DISH's bias towards innovation and service in the highly competitive pay-TV landscape."

Said Roth: "For 30 years, DISH has brought tremendous innovation to entertainment. I'm proud to join a company with the vision to break through new frontiers, and I'm excited to lead DISH's marketing organization as we navigate a changing pay-TV environment."

Roth will assume his role within DISH's Marketing organization later this summer. Biographical information and photographs are available at <http://about.dish.com/company-info/leadership>.

About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.874 million pay-TV subscribers, as of March 31, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers a 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 is a Fortune 200 company. Visit www.dish.com.

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