Northwest Broadcasting blocks DISH customers' access in four cities

Fox affiliates demand massive price increase

ENGLEWOOD, Colo., Nov. 26, 2012 – Northwest Broadcasting Inc. has blocked DISH customers' access to Fox programming in four cities, demanding that DISH pay more than its competitors for the same content. The action impacts viewers of KAYU in Spokane, Wash.; KCYU in Yakima, Wash.; KMVU in Medford, Ore.; and WICZ in Binghamton, N.Y.

Northwest, based in Okemos, Mich., rejected DISH's offer to pay the same rate as its competitors and without a signed contract, DISH no longer has the legal right to carry those channels.

"We are disappointed that Northwest has chosen to be so unreasonable in their demands, and we hope they will begin to negotiate in more realistic terms as soon as possible, so we can bring these channels back to our customers," said Andrew LeCuyer, DISH vice president of programming. "Unfortunately it has been Northwest's business model to take programming away from their viewers in an effort to get money. They have done this with other providers twice in the past two years, and as recently as a few months ago."

DISH carries almost 1,700 local channels nationwide in every U.S. market and has negotiated with hundreds of local stations in recent months to deliver popular programming at a good value.

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This year, broadcasting companies across the country have blacked out at least 80 channels on various pay-TV companies at various times; and an industry watchdog group, the American Television Alliance, has called for the U.S. Congress to "revamp the out-of-date rules" that favor those blackouts.

To learn more about DISH's negotiations with Northwest visit www.DISHValuePledge.com.

About DISH
DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.042 million satellite TV customers, as of Sept. 30, 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.

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