DISH Launches TVB Jadeworld

Exclusive satellite-TV provider of leading East Asian programming

ENGLEWOOD, Colo.-- DISH, one of the nation's leading pay-TV providers, today announced the launch of the TVB Jadeworld programming package that includes TVB1, TVB2, TVBe, TVBS and CCTV 4. DISH is the exclusive satellite provider of TVB's leading Cantonese and Mandarin-language channels.

"TVB provides an excellent assortment of East Asian programming and we are pleased the network chose to move its content to DISH's extensive international lineup," said Dave Shull, DISH senior vice president of programming. "The addition of Jadeworld strengthens DISH's status as the leader in international programming among all major pay-TV providers in the U.S., and we believe new and existing subscribers will be thrilled."

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"We are extremely grateful for TVB viewers who continue to support us over the years," said Philip Tam, president of TVB (USA) Inc. "With DISH's huge international offering and advanced viewing options, we hope it will allow TVB viewers more ways to easily and legally access TVB programs in the U.S."

Jadeworld is available with DISH's Chinese Basic Pack for $39.99 per month. The Chinese Basic Pack includes 25 channels featuring exclusive coverage of top Asian sports, Chinese-subtitled cooking shows, children's educational programming, as well as news, documentaries and dramas from the U.S. and U.K.

DISH also launched TVB Vietnam into the My Viet Pack priced at $24.99 per month, TVBS into the Taiwanese Mega Pack at no additional cost, and TVB8 into the Chinese Basic Pack and as a $5 per month a la carte option.

In addition, the Jadeworld programming package and TVB Vietnam are available on the DISHWorld IPTV platform for $39.99 and $14.99 per month, respectively. Accessible on Roku players and an application on Macs and PCs, DISHWorld offers the perfect solution for customers in multi-dwelling units, apartments and college dormitories without access to satellite television.

TVB channel descriptions are listed below.

TVB1 (ch. 9988): TVB1's comprehensive program lineup includes popular TVB dramas, daily Hong Kong, U.S. and world news, financial reports, current event talk shows, and lifestyle and travel programs.

TVB2 (ch. 9987): In addition to daily satellite-fed Hong Kong, U.S. and world news, TVB2's infotainment scope includes children's and travel programs, music varieties, top-rated dramas and situation comedies.

TVBe (ch. 9986): TVBe delivers up-to-the-minute entertainment news reports, daily market analysis, TVBN news reports, hit dramas, reality series and magazine shows about celebrities, medicine and health, Feng Shui fortune-telling, home improvement, technology, travel, food and music.

TVBS (ch. 9985): Highly acclaimed for its in-depth newscasts, TVBS offers renowned news digests and talk shows that examine pressing political and economic issues in Taiwan, Hong Kong and China. Popular programming includes *Speaking your Mind 2100*, *News Meal at 2000* and *News Night Club*, as well as hit dramas, travel programs and music video countdowns.

CCTV 4 (ch. 9916): Specializing in news reports, CCTV 4 presents domestic and international news events in a timely, objective and intensive way. It also delivers entertainment, educational and consulting services.

TVB Vietnam (ch. 9998): The first 24-hour Vietnamese-dubbed TVB drama channel in the U.S., TVB Vietnam provides endless dramas including action, romance, comedy, family and sci-fi.

TVB8 (ch. 9938): TVB8 compiles the best programming from China, Taiwan and Hong Kong including news, entertainment reports, interviews, talk shows, travelogues, music programs, hit dramas and sitcoms.

For more information or to order, call 1-888-202-8168 or visit www.DISHCantoneseTV.com for DISH satellite television; call 1-888-991-8168 or www.DISHWorld.com for the DISHWorld IPTV service.

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.

About TVB (USA) Inc.

Headquartered in Norwalk, Calif., TVB (USA) Inc. is a wholly-owned U.S. subsidiary of one of the largest producers and distributors of Chinese-language television programs in the world, Hong Kong-based Television Broadcasts Limited, commonly known as TVB. TVB (USA) Inc. began serving Chinese Americans in 1984 through cable, satellite and IPTV. Current TVB channels available include TVB1, TVB2, TVBe, TVBS, TVB8 and TVBV.

As of Nov. 18, 2012, DISH is the only satellite-television provider for TVB services. For more information, visit www.tvbusa.com.

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