Michael Kelly Named President of Blockbuster

DISH Network Corporation (NASDAQ: DISH) announced today that Michael Kelly has been named president of its subsidiary, Blockbuster L.L.C. DISH Network completed the purchase of Blockbuster's assets last week.

"Blockbuster can offer more movies to consumers in more ways than any other distributor," Kelly said. "I am excited to work with Blockbuster's dedicated employees and franchisees around the world to reinvigorate the iconic Blockbuster brand and allow consumers easier access to enjoy the more than 125,000 movie and game titles available from Blockbuster's neighborhood stores, by-mail service and digital library."

"Michael was the visionary behind our acquisition of Blockbuster," said Charlie Ergen, chairman and CEO of DISH Network. "His leadership will be key to returning Blockbuster to profitability and improving the experience we offer to consumers across the U.S. and globally."

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Until today's announcement, Kelly served as executive vice president of DISH Network's Commercial Services division as well as both the Direct Sales and Media Sales organizations. Kelly had previously served in various executive positions for DISH Network, including management of field service, customer care operations and strategic initiatives. His company, Kelly Broadcasting Systems, a leader in distributing international radio and television programming in the United States, was acquired by DISH Network in 2000.

About Blockbuster L.L.C.

Blockbuster L.L.C., a wholly owned subsidiary of DISH Network Corporation (NASDAQ: DISH), is a leading global provider of rental and retail movies and games The company provides customers with convenient access to media entertainment anywhere, any way they want it – whether in-store, by-mail, or digitally to their homes and mobile devices. With a highly recognized brand and a library of more than 125,000 movie and game titles, Blockbuster leverages its multichannel presence to serve millions of global customers annually. Visit www.blockbuster.com.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.19 million satellite TV customers, as of March 31, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, 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 is a Fortune 200 company. Visit www.dish.com.

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