DISH Network Secures Long-Term Rights to Indian Premier League and Five More Cricket Boards

Agreements for 'NEO Cricket' and 'TEN Cricket' Give DISH Network Customers Access to World Champion Indian National Team, Pakistan, Sri Lanka, West Indies and More for a Total of Nine Cricket Boards

DISH Network L.L.C., the leader in international programming in the United States, today announced that it is the only television provider in the U.S. to broadcast the entire Indian Premier League (IPL) cricket tournament, including playoffs and finals in high definition, for the next four seasons. In addition, DISH Network has signed agreements to launch the NEO Cricket channel and serve as the exclusive U.S. provider of the TEN Cricket channel, giving DISH Network customers access to a total of nine cricket boards – the largest lineup of cricket programming in the nation.

> "TEN Cricket is an integral part of the DISH Network cricket offering, and in the next year alone will deliver more than 100 days of live cricket programming."

In its fourth season, the IPL tournament in India features a new format with 10 teams, where a new play-off system will see the top two sides in the league standings play each other to determine the first finalist. The sides finishing third and fourth will then meet to determine which side plays the loser of the first play-off for the second final place. DISH Network will air all 74 IPL tournament matches live this year on Pay-Per View – including exclusive TV coverage of the playoffs and finals in high definition.

In addition, DISH Network today announced the launch of NEO Cricket (DISH Network Ch. 584), which offers full coverage of the Board of Cricket Control India (BCCI) matches, Indian domestic cricket including the Ranji, Irani and Duleep Cups, and the Asia Cup as well as the launch of TEN Cricket (Ch. 576), owner of four cricket boards including Pakistan, Sri Lanka, West Indies and Zimbabwe. The combination of NEO Cricket and TEN Cricket with previously-launched Willow Cricket (Ch. 582), owner of four boards including Australia, England, New Zealand and South Africa, gives DISH Network customers access to the most cricket coverage in the United States. All three channels will be available in the new Cricket Pack for $20 per month beginning April 13.

"DISH Network's carriage of the IPL and the launch of our Cricket Pack will offer our customers an anticipated 300 or more days of live cricket over the next year," said Chris Kuelling, vice president of International Programming for DISH Network. "Nowhere else can customers access more than 75 South Asian channels, watch every heart-stopping play in the IPL, and get year round coverage of their favorite cricket teams."

"We are excited to launch NEO Cricket, the world's first cricket-only channel, on DISH Network. Through its dedication to cricket and high-quality programming, NEO Cricket brings all of the home games of the World Champion India national team to the U.S. so that fans do not miss a second of the live action," said S. Venkatasubramanian, President of NEO Broadcast America, Inc. "We are glad to partner with DISH Network to continue our commitment toward providing world-class cricket."

"We are thrilled to deliver TEN Cricket to fans in the U.S., who now can enjoy live coverage of four of the most popular cricket boards including Pakistan and Sri Lanka," said Suresh Bala, CEO of Asia TV USA LTD. "TEN Cricket is an integral part of the DISH Network cricket offering, and in the next year alone will deliver more than 100 days of live cricket programming."

Customers can order the IPL Cricket Tournament via Pay-Per-View for $89 by visiting www.dishnetwork.com/cricket or calling 877-DISH-PPV (347-4778). In addition, the tournament is

offered through DISH Network's recently-launched IPTV service, DISH World, which provides access to programming without the need for a satellite dish. To order, visit www.dishworldiptv.com or call 877-474-4788. Commercial customers can order by calling 1-800-454-0843.

In addition to the Cricket Pack, the TEN Cricket channel will be included in theHindi Mega Pack – which already includes Willow Cricket – for $49.99 per month. NEO Cricket will also be available starting April 13 for a la carte purchase for $15 per month.

About DISH Network

DISH Network L.L.C., the U.S. leader in international programming, provides more than 200 ethnic channels in 28 languages – more than any other pay-TV provider. To learn more about DISH Network's South Asian programming, including its unmatched cricket channel lineup, visit www.dishnetwork.com/international.

Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com