

DISH Network Launches Palladia

DISH Network L.L.C., America's fastest-growing pay-TV provider, today launched Palladia, showcasing the best in music from the world's most popular artists. DISH Network customers who subscribe to America's Top 200 and above now receive this upgraded programming in place of Fuse.

Palladia features music-related content from its owner, MTV Networks, a division of Viacom. The channel broadcasts the best music programming from MTV, VH1 and CMT.

DISH Network also offers Palladia in HD as part of the Platinum programming package.

For more information about DISH Network, visit www.dish.com.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), leads the pay-TV industry in technological breakthroughs and provides more than 14.3 million satellite TV customers, as of March 31, 2010, with the highest quality programming and technology at the best value. Customers have access to the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including the ViP 922 SlingLoaded DVR, the world's only DVR with TV Everywhere functionality. DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit www.dish.com.

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