DISH Network Premieres Univision's FIFA World Cup Channel, Available Only to DishLATINO Customers

First Channel to Offer "All World Cup, All the Time"

DISH Network L.L.C., America's fastest-growing pay-TV provider, today announced the launch of the first channel dedicated exclusively to coverage of the 2010 FIFA World Cup South Africa(TM). Only available to DishLATINO customers, the Univision FIFA World Cup(TM) Channel offers 24 hours of World Cup games and highlights from Univision, plus an exciting new interactive feature, all in Spanish.

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The Univision FIFA World Cup(TM) Channel is an exciting complement to the extensive World Cup programming DISH Network offers in HD exclusively from Univision, TeleFutura and Galavision. The new "all FIFA World Cup(TM), all the time" channel provides viewers access to Univision recaps, highlights and primetime replays of the most exciting games from the day before. Located on DISH Network Ch. 826, the Univision FIFA World Cup(TM) Channel also includes an interactive feature that lets viewers vote with their remote on which team they think will win the upcoming game airing on Univision. Once their vote is cast, viewers will be entered into a sweepstakes where they can win an iPad(TM) each week, as well as a grand prize of a $5,000 home entertainment system, awarded June 12.

"The Univision FIFA World Cup(TM) Channel, combined with Univision, TeleFutura and Galavision in high definition, offers our DishLATINO customers unprecedented access to the best the World Cup has to offer," said Dave Shull, senior vice president of Programming for DISH Network. "We're proud to partner with Univision to deliver more World Cup coverage than any other pay-TV provider in the country."

"DISH Network understands and is committed to serving the Hispanic community," said Tonia O'Connor, executive vice president of Distribution Sales and Marketing, Univision Communications Inc. "Since 1978, Univision has brought the World Cup to audiences in the U.S. and this year, the Univision FIFA World Cup(TM) Channel engages our audience's passion for 'futbol' in a new and exciting way."

The Univision FIFA World Cup(TM) Channel is free to all DishLATINO and DishMEXICO customers. In addition, customers who subscribe to DishLATINO Dos or higher can take advantage of DISH Network's HD Free for Life promotion featuring dozens of the most popular HD channels including Univision, TeleFutura and Galavision. For more information about DishLATINO's comprehensive World Cup coverage and HD Free for Life, visit www.dishlatino.com or call 1-888-641-3052.

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, follow on Twitter, @dishnetwork (www.twitter.com/dishnetwork), or become a Fan on Facebook, www.facebook.com/dishnetwork.

Contact:

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