

# DISH Network to Become First Pay-TV Provider to Offer Local Broadcast Channels in All 210 Local Television Markets in the United States

*Satellite Television Extension and Localism Act of 2010 (STELA) Signed into Law by President Obama*

DISH Network L.L.C., the fastest-growing pay-TV provider in America, today announced that it plans to launch local broadcast channels in 29 new markets on June 3, 2010, becoming the first and only pay-TV provider to offer local channels to consumers in every market nationwide. The announcement comes moments after President Obama signed the Satellite Television Extension and Localism Act of 2010 (STELA) into law, which paved the way for DISH Network to take this historic step.

"We are proud to announce that every American will soon have access to their local channels from DISH Network," said Charlie Ergen, Chairman, President and CEO of DISH Network. "While our nearest competitor offers local channels in only 75 percent of local markets, DISH Network is committed to offering consumers in all markets - particularly those living in smaller and rural communities - a full complement of satellite TV services. All Americans, regardless of where they live, deserve access to key in-state news, sports, weather and other programming."

“We are proud to announce that every American will soon have access to their local channels from DISH Network”

On June 3, DISH Network plans to launch local channels in 29 new markets, introducing to many consumers a choice in television service for the first time ever. These markets include: Alpena, Mich.; Biloxi, Miss.; Binghamton, N.Y.; Bluefield, W.Va.; Bowling Green, Ky.; Columbus, Ga.; Elmira, N.Y.; Eureka, Calif.; Glendive, Mont.; Greenwood, Miss.; Harrisonburg, Va.; Hattiesburg, Miss.; Jackson, Tenn.; Jonesboro, Ark.; Lafayette, Ind.; Lake Charles, La.; Mankato, Minn.; North Platte, Neb.; Ottumwa, Iowa; Parkersburg, W.Va.; Presque Isle, Maine.; Salisbury, Md.; Springfield, Mass.; St. Joseph, Mo.; Utica, N.Y.; Victoria, Texas; Watertown, N.Y.; Wheeling, W.Va.; and Zanesville, Ohio.

The passage of the Satellite Television Extension and Localism Act of 2010 was made possible through the hard work and dedication of many members of Congress, including Chairman Patrick Leahy, U.S. Senate Committee on the Judiciary; Chairman Jay Rockefeller, U.S. Senate Committee on Commerce, Science and Transportation; Senator John Kerry, U.S. Senate Committee on Commerce, Science and Transportation; Chairman John Conyers, U.S. House Committee on the Judiciary; Chairman Henry Waxman, U.S. House Energy and Commerce Committee; and Chairman Rick Boucher, U.S. House Energy Subcommittee on Communications, Technology, and the Internet.

"For far too long, consumers in many small or rural markets didn't have access to their local news, weather and sports. One of the principal goals of the Satellite Television Extension and Localism Act was to encourage local television to be made available to all consumers via satellite," said Chairman John Conyers, U.S. House Committee on the Judiciary. "Implementation of the legislation will help make television markets more competitive, and serve the interests of consumers nationwide."

"My major goal in reforming the Satellite Home Viewer Act has been to bring to all 210 local television markets across the nation what we call local-into-local television service through which local TV signals are transmitted by satellite to homes in the market where the TV stations are located," said Chairman Rick Boucher, U.S. House Committee on Energy and Commerce Subcommittee on Communications, Technology, and the Internet. "Today, we have taken the final step in achieving this long held goal, and as a result, satellite TV subscribers everywhere will soon be able to receive both national programming and the local TV stations that serve their area. With today's presidential signature, on June 3, DISH Network

plans to begin serving the many rural markets that lack vital local TV signals. I want to commend the leadership of DISH Network for making this commitment. Millions of homes in America's most rural regions will be the beneficiaries."

For more information about DISH Network's programming packages and local services, visit [www.dish.com](http://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](http://www.dish.com).

### **Contact:**

DISH Network  
Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

---