DISH Network Launches New Satellite to Expand Industry's Largest HD Offering

DISH Network L.L.C., the fastest-growing pay-TV provider in America, today announced the successful launch of its latest satellite, EchoStar XIV.

> "We look forward to extending our industry-leading HD line-up to well over 200 channels."

EchoStar XIV allows DISH Network to continue expanding the largest high definition offering in the U.S. The definitive HD leader, DISH Network currently broadcasts more than 160 HD channels as well as HD locals in 152 markets.

Today's launch brings the size of DISH Network's satellite constellation to 15 - the largest fleet in the industry. Built by Space Systems/Loral, EchoStar XIV launched on an International Launch Services Proton/Breeze M vehicle from the Baikonur Cosmodrome in Kazakhstan at 2:27 p.m. ET on Saturday, March 20. After a nine-hour, 10-minute mission, EchoStar XIV was successfully released into geosynchronous transfer orbit. The satellite will ultimately reside at 119 degrees West longitude at an altitude of 22,000 miles. Video replays of the launch will be available on www.dish.com on Monday.

"DISH Network continues to launch new satellites to remain at the forefront of multi-channel video programming," said Tom Cullen, executive vice president of Sales, Marketing and Programming for DISH Network. "We look forward to extending our industry-leading HD line-up to well over 200 channels."

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), provides more than 14.1 million satellite TV customers, as of Dec. 31, 2009, with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP® 722 HD DVR, a CNET and PC Magazine "Editors' Choice." DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit www.dish.com, follow on Twitter, @dishnetwork, or become a Fan on Facebook, www.facebook.com/dishnetwork.

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