DISH Network Partners with NBC Universal to Deliver Immersive, Interactive TV Experiences for 2010 Vancouver Olympic Winter Games

DISH Network Subscribers Gain Access to Unprecedented Coverage Including More Than 835 Hours of Olympic Content

DISH Network L.L.C., the fastest-growing pay-TV provider in America, has partnered with NBC Universal (NBCU) to deliver viewers a fully interactive experience during NBCU's coverage of the 2010 Vancouver Olympic Winter Games.

DISH Network(R) will offer 2010 Olympic Winter Games coverage on NBC Universal networks free through its Interactive TV (iTV) mosaic, a six-screen showcase available to all DISH Network iTV-enabled set-top boxes. The mosaic will provide more than 835 hours of NBCU's 2010 Vancouver Games content from Feb. 12-28 - representing the most total hours of coverage ever for an Olympic Winter Games. Featured channels include CNBC, MSNBC, USA Network and three Olympic highlight channels. DISH Network subscribers can watch all six screens simultaneously or select one channel to watch in full-screen.

In addition, DISH Network will feature the NBC Olympics Showcase on DishHOME (DISH Network Ch. 100). The 2010 Olympic Winter Games experience wraps interactivity around live programming on DISH Network. Viewers are able to use their remote control to instantly:

- Access athlete profiles
- Read late-breaking news
- View video highlights of the day's events
- Track each country's medal counts
- See the team USA Report
- Learn more about Vancouver and the event venues
- Discover more about each specific Olympic sport

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Available now, DISH Network is also showcasing advanced technology and rich content across its VOD platform, featuring more than 40 free clips produced by NBC. DISH On Demand is available by pressing the DVR button on your DISH Network remote control and selecting the "TV Entertainment" section from the list. At the start of the Games, the In-Games package will feature daily highlights, in addition to access to the best events each day. Content includes overall daily highlights by sport (approximately 15 per day, with up to three in HD) and "Rewind," with up to five daily long-form replays of the best sessions/games per day.

For more information about NBC's coverage of the Olympic Winter Games, visit NBCOlympics.com. For more information about DISH Network's products and services, including iTV applications and HD programming, visit www.dishnetwork.com/vancouver.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), provides more than 14 million satellite TV customers, as of Dec. 10, 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(R) 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.dishnetwork.com, follow on Twitter, @dishnetwork (www.twitter.com/dishnetwork), or become a Fan on Facebook, www.facebook.com/dishnetwork.

About NBC Olympics

NBC, America's Olympic Network, has broadcast 11 Olympic Games, the most Olympics broadcast by any network. NBC surpassed ABC's 10 Olympics with the 2008 Beijing Games, the most watched event in U.S. television history with 215 million viewers. Vancouver will be NBC's 12th Olympics.

The 2010 Vancouver Games mark the sixth of an unprecedented seven consecutive Olympic broadcasts by NBC Sports, which began with the 2000 Sydney Games and continues through the 2012 London Games.

Contact:

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