Russian Life, Maks TV, Zhivi! and La Minor Debut Nationwide Exclusively on DISH Network

DISH Network L.L.C., the leader in international programming, today introduced Russian Life, Maks TV, Zhivi! and La Minor. The channels are available exclusively in the U.S. to DISH Network customers.

Russian Life, available on DISH Network Ch. 593, is a virtual journey into civilized Russia. Specifically designed for the Russian diaspora in the U.S., the channel highlights middle class Russian lifestyle and culture.

Maks TV, available on DISH Network Ch. 590, features a wide variety of Russian music styles. The channel offers music videos produced in Russia and the U.S., concerts, and talk shows with famous singers and performers.

Zhivi!, available on DISH Network Ch. 592, is dedicated to portraying a healthy lifestyle for those who are interested in staying active, fit and holistically oriented.

La Minor, available on DISH Network Ch. 591, is a top-ranked music channel dedicated to chanson, ballads and soulful songs all rooted in Russian folk music. The channel consists of music videos, films, interactive games, talk shows, concerts with top performers and interviews with musicians.

Russian Life, Maks TV, Zhivi! and La Minor are available to DISH Network customers for $32.99 per month as part of the Russian Mega Pack, which now offers 11 Russian channels including NTV America, CTC, TV1000 Russian Kino, Russian Extreme Sports, TVCI, Inter+ and euronews.

DISH Network offers more than 180 international channels in more than 28 languages – more than any other pay-TV provider. To learn more about DISH Network's international programming or to order Russian Life, Maks TV, Zhivi! and La Minor, call 1-877-478-8842 or visit www.dishnetwork.com/international.

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® 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.
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