

# V-Kairali and People TV Debut Nationwide Exclusively on DISH Network

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DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), today introduced V-Kairali and People TV, both top-rated Malayalam channels from India. The channels are available exclusively in the U.S. only to DISH Network customers.

V-Kairali, available on DISH Network Ch. 785, is a 24-hour youth-oriented entertainment channel featuring shows across a range of entertainment genres that reflect the lifestyle, tastes and attitudes of new generation Malayalees in India and abroad. V-Kairali (known as We Channel in India) broadcasts movies, game shows, music, dance and fashion programming, and more including trend-setting programs such as "Golden Hits," "We Music Station," "Fun Times" and "Dew Drops."

People TV, available on DISH Network Ch. 786, is a 24-hour news channel that keeps Malayalam viewers in the U.S. informed of the latest happenings in Kerala, India and other Gulf nations. Known for its sting operations and fearless journalism, People TV covers a full spectrum of news ranging from politics, investigative reports and business to sports, the film industry and interviews.

V-Kairali and People TV are available in the Malayalam Mega Pack, \$24.99 per month, which also includes Surya TV and Kairali TV.

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 V-Kairali or People TV, call 1-888-242-1865 or visit [www.dishnetwork.com/international](http://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. Visit [www.dishnetwork.com](http://www.dishnetwork.com), follow on Twitter, @dishnetwork ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork).

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