DISH Network is the Exclusive Satellite TV Partner of the Professional Bull Riders, Inc.

The Professional Bull Riders, Inc. (PBR) and DISH Network, L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), announced today that DISH Network will be the Official Satellite Television Partner of the PBR. The partnership includes exclusive satellite TV sponsorship of the PBR's remaining 2009 BFTS stops and the 2009 PBR Built Ford Tough World Finals as well as all events on the 2010 BFTS tour which will be available to satellite TV subscribers only on DISH Network.

> "said Ira Bahr, Chief Marketing Officer for DISH Network."

"Millions of PBR fans are deeply concerned about the uncertain future of VERSUS' availability on DirecTV," said Randy Bernard, Chief Executive Officer (CEO) of the PBR. "We have heard from tens of thousands of them and have been working diligently to provide options and alternatives.

"DISH Network is not only committed to carrying VERSUS coverage of PBR events well into the future, they are making an investment in the fans of the sport. They have expressed a genuine desire to earn the trust and loyalty of PBR fans by providing more content, not less, and incentivizing PBR fans for choosing their service."

"DISH Network is proud to offer the most complete coverage of professional bull riding events in satellite TV, including every broadcast of the Built Ford Tough Series in high definition," said Ira Bahr, Chief Marketing Officer for DISH Network. "We recognize the devotion PBR fans have to the sport of bull riding, which is why all of our customers are receiving VERSUS, the home of PBR, for free with DISH Network through the month of November."

DISH Network's sponsorship of the PBR will span all regular-scheduled events on the PBR's elite Built Ford Tough Series (BFTS) tour including all of the 2009 PBR Built Ford Tough World Finals.Fans will enjoy access to new and enhanced services on www.pbrnow.com such as real-time online scoring, a live blog and chat, and behind-the-scenes podcasts from each event featuring the most popular riders on tour. Additionally, "PBR Now" - a new weekly PBR news program - will be available on RFD-TV every Thursday, giving PBR fans the opportunity to keep up with their favorite riders and events.

New DISH Network customers will enjoy a special offer when they order today by calling 1-888-538-8459 and mentioning the code "PBR."

For more information on the new partnership between PBR and DISH Network, please visit www.pbrnow.com or www.dishnetwork.com.

All roads are leading to Las Vegas and you don't want to miss out on any of the action at the 2009 Built Ford Tough World Finals in Las Vegas, Nev. The world-class event will take place on Oct. 30-Nov 1 and Nov. 5-8 at the Thomas & Mack Center---get your tickets NOW at 866.PBR.SHOW or unlvtickets.com!

About the Professional Bull Riders, Inc. (PBR)

PBR attracts over 1.7 million live attendees each year with its multi-tiered event structure which includes the prestigious Built Ford Tough Series, the Copenhagen Bull Riding Challenger Tour, the Enterprise Rent-A-Car Tour, and the Discovery Tour, designed specifically for entry level contestants. With over 450 hours of prime time programming annually and a viewership of 100 million, PBR ranks among the most prolific sports on air and broadcasts on FOX, NBC, VERSUS, and on a host of foreign networks across the globe. The PBR is headquartered in Pueblo, Colo., with additional offices in Australia, Brazil, Canada, and Mexico, and prides itself in its 1,000 plus stock contractor relationships and over 1,200 PBR bull riders competing in more than 300 PBR sanctioned competitions across the five countries.

For more on the PBR, please visit www.pbrnow.com,www.teampbr.com, www.pbr.tv, www.myspace.com/teampbr,www.twitter.com/teampbr, www.facebook.com/TeamPBR, or www.pbrnow.com/worldfinals/.

About DISH Network

DISH Network, L.L.C., the nation's HD leader, provides approximately 13.610 million satellite TV customers as of June 30, 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." Visit www.dishnetwork.com.

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