DISH Network Launches Pasiones, a New 24-Hour Channel Dedicated to Telenovelas

Pasiones Exclusive to DISH Network Latino Customers and Enhances Already Robust DishMEXICO Package

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and digital television leader, today announced the launch of Pasiones (www.tvpasiones.com), a new 24-hour Spanish channel fully dedicated to the soap opera/telenovela genre. Pasiones airs exclusively on DISH Network Channel 834, and enhances DISH Network's new comprehensive DishMEXICO package, which caters exclusively to the U.S. Mexican audience. The channel is also available via DISH Network's DishLATINO packages.

> "We are very pleased to add Pasiones to our DishLATINO and DishMEXICO packages, providing Latinos living in the U.S. the best selection of telenovelas and giving them an exclusive opportunity to stay connected to their culture for a low introductory price of $9.99 per month."

Pasiones is a unique 24-hour channel that combines top-rated Latin American soap operas, including the most recent high definition productions, and never-before-seen, exclusive behind-the-scenes content. Pasiones' approach is based on offering the widest variety of telenovelas produced in Argentina, Brazil, Mexico, Chile, Colombia, Peru, Venezuela, Uruguay and the U.S. "La Baby Sister," "Porque Diablos," "Tormenta de Pasiones," "Puerto de los Milagros," "Metamorfosis" and "Kachorra" are some of the high-quality soap operas included in its programming lineup.

"The soap opera is one of the most important entertainment sources in Mexico and Latin America, thus we are confident that the Hispanic audience in the U.S. will celebrate the arrival of Pasiones - the only channel that offers a perfect mix of variety and quality of telenovelas from across Latin America," said Juan Pablo Santos, Pasiones General Manager. "Pasiones' multicultural approach will definitively take passion for telenovelas to the next level."

"DISH Network is continuously looking to satisfy the Latino community's entertainment needs through unique and exclusive high quality programming," said Eric Sahl, senior vice president of Programming for DISH Network. "We are very pleased to add Pasiones to our DishLATINO and DishMEXICO packages, providing Latinos living in the U.S. the best selection of telenovelas and giving them an exclusive opportunity to stay connected to their culture for a low introductory price of $9.99 per month."

DISH Network customers have exclusive access to Pasiones for as little as $9.99 per month for the first six months via its newly-launched DishMEXICO package, which features more than 50 popular channels plus local channels (price goes up to $19.99 once promotion period has ended). For more information about DishMEXICO, visit www.dishmexico.com or call 1-888-599-DISH (3474).

The Pasiones programming line-up has been carefully designed with an intent to appeal to the Mexican-American audience with actors, stories and telenovelas that have been successful with the Mexican audience. Such actors include Sebastian Ligarde, Gerardo Albarran, Alejandra Lazcano and Lupita Ferrer, among many others.

Pasiones was successfully launched in Latin America in July 2008, and since then, has obtained daily primetime averages comparable to many of the well-established TV channels in the region, and in most of the countries, broke into the Top 25 ranking in its first month of operations.

About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.78 million satellite TV customers as of Sept. 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP(R)722 HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com or call 1-800-333-DISH (3474) for more information.

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