DISH Network's Award-Winning ViP211® and ViP211k® DVR Conversion Feature Now Available to Customers

Original HD Receiver Can Convert to DVR with External Hard Drive

DISH Network Corporation (NASDAQ: DISH), the third largest pay-TV provider and digital television leader, today announced its award-winning ViP211® and ViP211k® DVR Conversion feature will be available at the end of the month. The DVR Conversion feature offers customers the ability to convert their single tuner ViP211® and ViP211k® into DVRs by attaching an external hard drive.

The DVR Conversion feature is an ideal option for current ViP211® or ViP211k®customers who want to experience all the benefits of DISH Network's feature-rich DVRs with the simple addition of an off-the-shelf external hard drive.

"As a leader in high definition, DISH Network continues to expand its HD solutions for our customers, including finding innovative ways to take our existing technology to the next level," said Jessica Insalaco, Chief Marketing Officer for DISH Network. "Now customers ready to add in the benefits of DVR recording to their HD receiver can do so with ease, simply by plugging in an off-the-shelf external hard drive."

"As a leader in high definition, DISH Network continues to expand its HD solutions for our customers, including finding innovative ways to take our existing technology to the next level"

ViP211® or ViP211k® customers must call DISH Network to activate the DVR feature. Once activated, customers need to connect an off-the-shelf external hard drive between 50 GB and 750 GB. Customers can then access DVR menus similar to other award-winning DVR features, including name-based recording and search-based timer capabilities. Other features include a nine-day electronic programming guide, DVR functionality on both the satellite tuner and built-in OTA tuner, record and review conflict management and the ability to play back a stored program while recording or watching another.

The DVR Conversion feature – engineered by DISH Network's technology provider, EchoStar Technologies LLC, an award-winning digital media leader in set-top box design and deployment – was honored with an International CES Innovations Design and Engineering Award earlier this year at the Consumer Electronics Show in Las Vegas

Customers pay a one-time activation fee of $39.99 to enjoy the DVR feature. More information on the ViP211® or ViP211k® DVR Conversion feature will be available toward the end of the month at www.dishnetwork.com.

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®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.

Contact:

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