# DISH Network Expands MPEG-4 Advanced Delivery System to Reach 52 Markets

***Leads Industry in Offering Best Quality Video and Sound for both Standard and High Definition Programming***

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital television leader, today announced it will begin transmitting the industry's most advanced MPEG-4 delivery system to consumers in 21 additional markets in the eastern half of the United States. Now, consumers who sign up for DISH Network(R) in 52 markets will receive all standard and high definition programming in the MPEG-4 Advanced Video Coding Standard, which provides the best picture quality on any TV. In August, DISH Network became the first pay-TV provider to offer all-MPEG-4 service.

New customers in 52 designated markets* in the eastern half of the U.S. who sign up for any DISH Network HD package will receive the industry's most advanced delivery system on all televisions connected to DISH Network service. This includes all standard and high definition programming broadcast in MPEG-4 via DISH Network's award-winning MPEG-4 HD and HD DVR receivers. Additional markets will be announced at a later date.

To maximize the MPEG-4 TV experience, new customers can sign up for the best experience, quality and value in high definition with DISH Network's TurboHD, the only 100 percent high definition programming package in the industry, starting at $24.99 per month. TurboHD is available in three separate tiers and comprises special "turbo-charged" features and benefits such as DISH Network's industry- and customer-favorite DVRs, movies in 1080p resolution quality comparable to Blu-Ray disc(TM), and the most-watched HD channels that may be viewed on any TV - analog, digital or high definition. DISH Network offers up to 114 national HD channels today and will offer up to 150 channels by the end of the year.

Current DISH Network customers looking to add the industry's best high definition experience can get a "turbo-charged" HD package for as little as $10 more per month.

For more information about DISH Network's MPEG-4 service, 1080p programming, new HD channels, and TurboHD system and packages, visit http://www.dishnetwork.com or call 1-800-333-DISH (3474).

The newly-added 21 markets include: Abilene-Sweetwater, Texas; Atlanta; Birmingham (Anniston and Tuscaloosa), Ala.; Chattanooga, Tenn.; Columbia-Jefferson City, Mo.; Des Moines-Ames, Iowa; Florence-Myrtle-Beach, S.C.; Ft. Myers-Naples, Fla.; Huntsville-Decatur (Florence), Ala.; Jackson, Miss.; Joplin-Pittsburg, Mo.; Lincoln and Hastings-Kearney, Neb.; Memphis, Tenn.; Mobile-Pensacola (Ft. Walton Beach), Fla.; Omaha, Neb.; Quincy-Hannibal-Keokuk, Ill.; Sherman, Texas/Ada, Okla.; South Bend-Elkhart, Ind.; St. Louis; Topeka, Kan.; and Waco-Temple-Bryan; Texas. The first 31 markets launched are: Baltimore; Beaumont-Port Arthur, Texas; Boston; Chicago; Charlotte, N.C.; Cleveland; Columbia, S.C.; Detroit; Grand Rapids-Kalamazoo-Battle Creek, Mich.; Green Bay, Wis.; Greensboro, N.C.; Greenville-New Bern-Washington, N.C.; Hartford, Conn.; Knoxville, Tenn.; Lansing, Mich.; Madison, Wis.; Milwaukee, Wis.; Minneapolis, Minn.; Nashville, Tenn.; Norfolk-Portsmouth-Newport News, Va.; New York; Providence, R.I.; Orlando-Daytona Beach-Melbourne, Fla.; Philadelphia; Raleigh, N.C.; Richmond, Va.; Tampa, Fla.; Washington, D.C.; West Palm Beach-Fort Pierce, Fla.; and Wilkes Barre-Scranton, Pa.

**About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 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 ViP722(TM) 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 http://www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

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