DISH Network Expands Local High Definition Markets

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DISH Network Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider and the digital transition leader, today announced the addition of high definition (HD) local channels in Ft. Myers - Naples, Fl.

In January, DISH Network announced plans to enhance its HD programming line-up throughout 2008. DISH Network continues its commitment to reach the year-end goal of 100 local HD markets and 100 national HD channels and now offers HD locals in 58 markets, reaching more than 66 percent of U.S. TV households.

DISH Network offers new customers the opportunity to upgrade for free to a dishHD DVR receiver like the ViP722(tm) -- which recently received the top-ranking Editors' Choice awards from both CNET and PC Magazine. The ViP722 is a dual-tuner HD DVR that operates two televisions in separate rooms and offers up to 500 hours of storage capacity allowing customers to pause, rewind and fast forward their favorite TV programming.

Qualified new DISH Network customers who sign up with a 24-month commitment will also receive three months of free programming (a $120 value), a free dishDVR like the ViP722 and free installation (a $49.99 value). For more information on DISH Network, visit www.dishnetwork.com or call 1-800-333-DISH (3474).

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.815 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for eight years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), 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/aboutus or call 1-800-333-DISH (3474) for more information.

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