DISH Network Adds More Local High Definition Markets

DISH Network(r) Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider, today announced that it will begin broadcasting local networks in high definition (HD) in four new markets: Austin, Texas; Flint, Mich.; Orlando, Fl.; and West Palm Beach, Fl. With these additions, DISH Network now offers HD locals in 39 markets, reaching more than 54 percent of U.S. television households with local HD channels.

"We announced earlier this year that we would reach our goal of 100 local HD markets and 100 national HD channels by the end of 2008, and over the next two months we will continue toward this goal by increasing our local HD offerings by more than 60 percent," said Eric Sahl, senior vice president of Programming for DISH Network. "We understand that our customers watch some of their favorite TV programming through their local networks and by adding these markets we are again demonstrating our continued commitment to enhance how our customers watch TV."

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DISH Network customers in these newly-launched markets can add HD to their programming package for as little as $10 per month. In order to view HD programming, they will also need to upgrade to a dishHD receiver. DISH Network's award-winning ViP722, a dual-tuner dishDVR, can record up to 55 hours of HD programming and up to 350 hours of standard definition (SD) programming, the most of any set-top box on the market.

Qualified new DISH Network customers who sign up with a 24-month commitment will receive three months of free programming (a $120 value), a free dishDVR and free installation (a $49.99 value).

For more information about DISH Network's HD offerings or DVR technology, call 1-800-333-DISH (3474), visit www.dishnetwork.com, or visit your local DISH Network retailer.

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.78 million satellite TV customers with industry-leading customer satisfaction, which has surpassed major cable companies for seven 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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