

# DISH Network Features Comedian Frank Caliendo in Ad Campaign

## *Introduces New 2008 Promotions and HD Packaging*

DISH Network® (Nasdaq:DISH) announced today that "Frank TV" star Frank Caliendo will headline its new multimedia marketing campaign, which highlights DISH Network's HD programming, DVR leadership and its new promotions, including a new HD standalone package.

Caliendo, known for his spot-on impressions of celebrities and politicians, will appear as multiple characters in a series of DISH Network TV and radio spots, as well as print and Web ads.

"There are a lot of messages out there about pay-TV, DVRs and high-definition channels, which can fool consumers into paying for gimmicks and inferior products. I've been a DISH Network customer for years and I'm excited to have the opportunity to tell consumers why DISH Network is the best when it comes to the complete TV viewing experience," said Caliendo. "In the immortal words of our 43rd president of the United States, I say to other TV providers, 'fool me once, shame on you; fool me twice and you can't get fooled again!'"

"Frank Caliendo is not only one of the funniest comedians out there, but also his incredible talent offers DISH Network with a creative and entertaining way to communicate to consumers why we offer the best TV viewing experience of any pay-TV provider," said Jessica Insalaco, senior vice president and Chief Marketing Officer for DISH Network. "These ads are not only humorous, but they also bring awareness to the fact that DISH Network is more than TV -- it offers the best DVRs and HD programming, and allows consumers to control what they want to watch and when they watch it -- all for the same unparalleled value DISH Network is known for."

The Caliendo spots are an extension of DISH Network's "Never Miss" campaign, which initially hit the marketplace in Q4 2007, and touts the advantages DISH Network DVR customers have when it comes to having more control and never missing their favorite TV moments with a DishDVR.

In the campaign, DISH Network features the rollout of its new promotions including price freezes on the most popular programming packages, three months free on any qualifying programming package, free activation and the Dish Home Protection Plan free for up to nine months (a \$53 value) for a total savings of up to \$200.

In addition, DISH Network customers can now sign up for a new HD standalone programming package featuring more than 40 HD channels for the low price of \$29.99 per month. Other options include packages like DishHD Essential, which can be added on to any America's Top programming package for \$10 per month, and offers the HD channels that correspond with the standard definition channels in that package (or up to 24 HD channels). DishHD Ultimate includes everything in DishHD Essential, plus an additional 19 HD channels, and costs \$20 per month when added to any America's Top programming package.

"The best thing about our Feb. 1 promotions is that they are in addition to the already great savings we offer customers via our everyday low prices," said Insalaco. "Right now is the perfect time to use Frank

“Right now is the perfect time to use Frank Caliendo's comedic talent to convey our powerful message to consumers, and give them all the reasons they need to switch to DISH Network.”

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Caliendo's career spans more than a decade, including regular appearances on popular late night talk shows, sports-oriented programming and comedy specials, as well as a performance on CSPAN for Vice President Dick Cheney.

For more information about DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

### **About DISH Network**

DISH Network Corporation (Nasdaq:DISH) provides more than 13.695 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](http://www.dishnetwork.com/aboutus) or call 1-800-333-DISH (3474) for more information.

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