

DISH Network Offers 99 Cent Movies in Celebration of Independence Day

Includes "Sucker Punch" and "Hall Pass" Available on DISH Cinema Nearly One Month Before Netflix and Redbox

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), today announced some of the year's hottest movies will be available for 99 cents on DISH Cinema. In celebration of the Independence Day holiday, from July 1 through July 7, DISH Network customers can enjoy five hit movies including the visually stunning "Sucker Punch" and the Farrelly Brothers' "Hall Pass" – both available nearly one month before Netflix and redbox – as well as Academy Award nominee for Best Picture, "True Grit," alien-action thriller "Battle: Los Angeles," and the Jennifer Aniston and Adam Sandler romantic comedy "Just Go With It" in standard or high definition.

"Offering the latest Hollywood hits for just 99 cents – a cost savings of up to \$6 – is just another example of how DISH Network provides customers with an unmatched in-home movie experience at the best value," said Dave Shull, senior vice president of Programming for DISH Network. "We are pleased to continue raising the bar by offering titles such as 'Sucker Punch' and 'Hall Pass' several weeks before they are available on Netflix and redbox."

“We are pleased to continue raising the bar by offering titles such as 'Sucker Punch' and 'Hall Pass' several weeks before they are available on Netflix and redbox.”

DISH Cinema offers customers instant access to thousands of movies and TV shows in SD, HD or 1080p resolution comparable to Blu-Ray disc. New titles are added weekly with many available on the same day as the DVD release and nearly a month before they can be rented through Netflix and redbox. Subscribers can order DISH Cinema movies by tuning to Channels 501 – 558, by visiting www.DISHCinema.com, or by calling 1-877-DISH-PPV.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.19 million satellite TV customers, as of March 31, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dishnetwork.com.

TRUE GRIT © 2011 PARAMOUNT PICTURES. All rights reserved. JUST GO WITH IT© 2011 Columbia Pictures Industries, Inc. All Rights Reserved. BATTLE: LOS ANGELES © 2011 Columbia Pictures Industries, Inc. and Beverly Blvd LLC. All Rights Reserved. HALL PASS © 2011 New Line Productions, Inc. All rights reserved. SUCKER PUNCH © 2011 Warner Bros. Entertainment Inc. and Legendary Pictures. All Rights Reserved.

Contact:

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