

DISH Network Announces New Partnership With Creative Agency Barton F. Graf 9000

After a comprehensive agency review, DISH Network L.L.C. announced today it has selected New York firm Barton F. Graf 9000 as its creative agency of record. The relationship represents DISH Network's first agency of record in the last six years, after working in-house and with outside agencies on a project basis.

"Our engagement of BFG9000 is one key part of our march toward more aggressive growth across our multichannel video, Blockbuster, and bundled broadband businesses," said Ira Bahr, Chief Marketing Officer, DISH Network. "BFG is home to some of the most renowned creative talent in America and we are eager to bring the results of this partnership to market."

Barton F. Graf 9000 was founded in 2010 by Gerry Graf, the former Chief Creative Officer of Saatchi & Saatchi NY and Executive Creative Director of TBWA/Chiat/Day NY. Ad Age's Creativity magazine named Graf to the Creativity 50, "A multi-disciplinary account of the biggest and best thinkers and doers from 20 years of advertising and consumer culture." In 2007 and 2009, Graf was recognized as the most creatively awarded creative director in the world by Ad Age Magazine.

"Barton F. Graf 9000 believes in one thing; that truly breakthrough creative thinking has the power to transform businesses," said Barton F. Graf 9000's Chief Creative Officer Gerry Graf. "That's what the work we presented will do. DISH Network shares that vision. We are thrilled with the opportunity to work with them."

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.dish.com.

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