

TV5MONDE and DISH Network to Launch America's First 24/7 French-Language Children's Channel

Tivi5MONDE Set for National Launch in U.S. in First Quarter 2012

TV5MONDE has reached a new agreement with DISH Network L.L.C. to launch America's first French-language channel devoted solely to children's programming. Tivi5MONDE will be launched nationally during first quarter 2012. Tivi5MONDE will be offered to DISH subscribers as part of its French bouquet which already includes TV5MONDE USA, America's 24/7 French language entertainment channel. The package is available for a monthly fee of \$19.99.

Tivi5MONDE will offer the best of French-language programming including animation, education and dramatic series targeting tweens and young teens. The new channel is being programmed to appeal to children and youth audiences ages 4-14.

Remarked Marie-Christine Saragosse, General Manager of TV5MONDE, "We are very pleased to launch this new channel with our long-time partners at DISH Network and to expand the TV5MONDE brand in the U.S. We anticipate Tivi5MONDE driving interest among young American Francophones and Francophiles while further promoting French-culture and language in the states."

"DISH leads the pay-TV industry with more than 200 ethnic channels in 29 languages," said Chris Kuelling, DISH Network's vice president of International Programming. "We consistently look for opportunities to expand our extensive collection of international options, and we are pleased to add Tivi5MONDE for DISH customers interested in French programming."

Some highlights from Tivi5MONDE's initial programming line-up will include:

LES DALTONS (The Daltons/78 episodes x 7-minutes) - The Dalton brothers (Joe, William, Jack and Averell) are the worst bandits of the Wild West. Sentenced to hard labor in maximum security penitentiary, they make every attempt to escape. But the Daltons are unfortunately more stupid than evil.

GALACTIK FOOTBALL (Galactic Soccer/78 episodes x 26-minutes) - *Galactik Football* is the most popular sport in the entire galaxy. Fantastic creatures with special powers compete in matches in a high-tech environment.

MARSUPILAMI - HOUBA HOUBA HOP! (Marsupilami - Houba Houba Hop!/52 episodes x 26-minutes) - Hector was exiled for one year with his aunt Diane. This young boy, in search of adventure, became friends with the legendary Marsupilami. But his happiness is threatened by the arrival of the industrial megalomaniac, Felicia Devort.

CHASSEURS DE DRAGONS (Dragon Hunters/52 episodes x 26-minutes) - Dragons infest the world. They are swarming in multiple places and are dangerous altogether. They eat sheep and devastate crops. Despite the danger, Lian-Chu and Gwizdo, two inseparable friends, hunt these monsters.

About TV5MONDE

TV5MONDE USA aims to bring the U.S. audience programming that includes new and classic French-

“DISH leads the pay-TV industry with more than 200 ethnic channels in 29 languages”

language films, documentaries, event coverage and international news shows. Additionally, TV5MONDE sponsors many U.S. events including the Lafayette Festival International and upcoming film festivals such as the San Francisco International Film Festival, City of Lights, City of Angeles Film Festival, Seattle International Film Festival, Rendezvous Film Festival at Lincoln Center and more.

TV5MONDE is the only digital, global French-language network, broadcasting 24 hours a day, 365 days a year, to more than 220 million households in 200 countries worldwide, making it the leading general entertainment television network in the world in terms of subscribers. In the U.S., TV5MONDE USA is seen throughout the nation on cable systems belonging to Cablevision, Comcast, Cox, Time Warner and more. The channel's U.S. headquarters are based in Los Angeles.

TV5MONDE is a network comprised of nine different channels serving the USA, Latin America, Europe, France / Belgium / Switzerland, Middle East, Africa, Asia, Pacific and one serving Canada, TV5 Québec Canada. TV5MONDE USA is available in all major markets via Dish and your local cable provider. To find channel information and more information about TV5MONDE USA and its programming, please visit www.tv5monde.com/usa.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.945 million satellite TV customers, as of Sept. 30, 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.

Contact:

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