

# DISH Launches NDTV 24x7 and NDTV Good Times

## *Leading Indian News and Lifestyle Channels Now Available Nationwide on DISH*

DISH Network L.L.C. (NASDAQ: DISH), the nation's third largest pay-TV provider, today announced the launch of NDTV 24x7 and NDTV Good Times, expanding DISH's South Asian programming options to more than 80 channels. As the U.S. leader in international programming with 240 ethnic channels in 29 languages, DISH is the only pay-TV platform with nationwide coverage to offer these NDTV channels.

"We are pleased to add a premiere South Asian news channel like NDTV 24x7 and the new entertainment channel NDTV Good Times for our customers interested in Indian programming," said Chris Kuelling, vice president of International Programming at DISH. "DISH is a leader in delivering TV channels from across India to those in the U.S. seeking news, sports and entertainment from their home country. The addition of these channels shows our continued commitment to serve the South Asian community."

With presence in more than 75 countries and 18 million households outside of India, NDTV's Executive Director Vikram Chandra said this partnership allowed the company to further expand its reach in the international market.

"DISH dominates the South Asian market in the U.S.," Chandra said. "We are thrilled to have the opportunity to bring NDTV content to an even wider audience."

NDTV Good Times is available in DISH's Hindi Mega and Masti packs, and NDTV 24x7 is offered in the Hindi Mega Pack, English News Pack and DISH International Basic Package.

NDTV channel descriptions are listed below.

**NDTV 24x7:** The flagship English news channel from NDTV Limited, NDTV 24x7 is a 24-hour news and infotainment channel with news from India, entertainment and sports. The channel is a market leader with a reputation for excellence, featuring many award-winning programs and anchors. Popular programming includes "We the People," "The Big Fight" and "Walk the Talk."

**NDTV Good Times:** NDTV Good Times is India's first travel and lifestyle channel designed to explore the Indian/South Asian lifestyle, be it food, travel, wellness, shopping or just plain indulgence. NDTV Good Times is India's everyday lifestyle expert -- all in style and with a single purpose -- to inspire people to discover and savour every moment of life. Popular programming includes "The Big Fat Indian Wedding," "Highway On My Plate" and "Band Baajaa Bride."

## **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

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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](http://www.dish.com).

## About NDTV

New Delhi Television is a pioneer in India's news television. It is today the most watched and most respected news network in India. From the path-breaking "The World This Week" to the first private news on Doordarshan "The News Tonight" and India's first 24-hour news channel "Star News," NDTV has been at the forefront of every news revolution. NDTV has 23 offices and studios across the country that house India's most modern and sophisticated production, newsgathering and archiving facilities with award-winning production and creative teams.

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