

# Universal Sports Network Announces Multi-Platform Distribution Deal with DISH Network

## *Channel Brings DISH Subscribers Exclusive Coverage of World-Class Sports Events*

Universal Sports Network announced today a multi-year, multi-platform distribution agreement with DISH Network L.L.C., the third largest pay-TV provider in the nation. DISH subscribers now have access to Universal Sports Network's exclusive Olympic sports coverage of qualifying, trials and highlights as well as other endurance and adventure sports programming.

"We are pleased that DISH recognizes the high value that Universal Sports Network offers through our exclusive rights to some of the world's biggest sporting events," said David Sternberg, CEO of Universal Sports. "We look forward to delivering our unique and compelling content to DISH customers on multiple platforms."

Universal Sports launches in DISH's Multi-Sport, International Basic and Chinese Basic programming packages on April 25, 2012. Until then, Universal Sports is available to nearly all subscribers at no additional charge. In addition to its linear TV network, Universal Sports' ownership of full digital rights to its content will allow authenticated DISH customers to enjoy select content from Universal Sports on the Internet through DISHOnline.com, mobile devices and tablets.

Universal Sports provides viewers unparalleled access to world-class sporting events, including the most year-round Olympic-related programming of any network. In the Olympic year 2012, the channel will feature exclusive English-language coverage of the men's CONCACAF Olympic qualifying soccer tournament in March and the AIBA Americas Olympic boxing qualifying tournament in May. In addition, Universal Sports Network will be the home of 23 World Championships in 2012, and it will once again deliver exclusive U.S. television coverage of such prestigious annual competitions as the Boston Marathon, Giro d'Italia, Vuelta a España and Kona Ironman.

"We are pleased to grow our sports offerings with the addition of Universal Sports and bring coverage of key sporting events from around the globe to avid sports enthusiasts across the U.S.," said Dave Shull, senior vice president of Programming for DISH. "With this agreement, we continue to grow the amount of sports and entertainment content available online to our customers so they can watch TV on their smartphone, tablet or computer."

### **About Universal Sports**

Universal Sports, a partnership between NBC Sports and InterMedia Partners, LP, is the premier multi-platform media destination for Olympic-related sports programming in the United States. Offering more than 1,200 hours of original programming each year, Universal Sports has exclusive rights to world and national championship events in a wide array of sports, including swimming, track and field, gymnastics, volleyball, skiing, figure skating and rugby. Whether on television, online, or on the go with mobile and tablet applications, Universal Sports offers a four-screen experience to fans of global sports every day of the year. For more information, please visit [UniversalSports.com](http://UniversalSports.com).

### **About DISH Network**

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DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.967 million satellite TV customers, as of Dec. 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](http://www.dish.com).

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