

DISH Fans Score with Pac-12 Networks

DISH Network Corporation (Nasdaq: DISH):

- *DISH signs multi-year deal as only satellite provider of Pac-12 Networks*
- *DISH becomes exclusive category sponsor for Pac-12 athletic programs*
- *Football games available this weekend: Channels 413, 445, 446*

DISH (NASDAQ: DISH) and Pac-12 Networks announced today that they have entered into a multi-year agreement making DISH the only satellite provider to offer the sports programming that includes conference football and basketball games. DISH customers will have access to Pac-12 football games starting this weekend.

The agreement allows DISH subscribers to enjoy the hundreds of live sporting events, including 35 football games, more than 140 men's basketball games, and hundreds of national championship caliber Olympic sporting events this season on Pac-12 Networks. Included in the lineup of football games will be multiple appearances by No. 2 USC, No. 4 Oregon and No. 25 Stanford.

The new agreement also provides DISH with exclusive category sponsorship for Pac-12 athletic programs. The sponsorship includes stadium signage and logo rights with each of the member schools including:

- University of Arizona
- Arizona State University
- University of California, Berkeley
- University of Colorado, Boulder
- University of Oregon
- Oregon State University
- Stanford University
- University of California, Los Angeles
- University of Southern California
- University of Utah
- University of Washington
- Washington State University

"DISH is delighted to offer our customers more than 800 sporting events available on Pac-12 Networks each year, while giving them a great value," said Dave Shull, DISH senior vice president of programming. "This is a great partnership with the Pac-12 that goes beyond the TV screen to the campuses in the form of an exclusive sponsorship to support the programs and the students."

DISH is offering Pac-12 Networks as a free preview for a limited time to all DISH customers. Games are available starting this weekend, including the following:

- Sacramento State at Colorado, 12:00 p.m. PT, Ch. 445
- Eastern Washington at Washington State, 12:00 p.m. PT, Ch. 446
- Southern Utah at California, 12:00 p.m. PT, Ch. 413
- Fresno State at No. 4 Oregon, 3:30 p.m. PT, Ch. 413
- No. 18 Oklahoma State at Arizona, 7:30 p.m. PT, Ch. 413
- Duke at No. 25 Stanford, 7:30 p.m. PT, Ch. 445

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"DISH wanted to deliver Pac-12 Networks to its customers and our fans will benefit," said Gary Stevenson, President of Pac-12 Enterprises. "DISH's line-up and ability to offer Pac-12 fans nationwide access to an unprecedented number of live quality sporting events make this a huge day for DISH customers and Pac-12 fans."

DISH customers will have login access to stream all Pac-12 Networks content and additional sporting events through Pac-12 Now in the coming weeks.

"As a leader in TV Everywhere technology and providing customers the ability to watch live programming on the go, DISH is a great partner for Pac-12 Networks as we build out our digital and TV Everywhere capabilities that ensure fans can access our content when and wherever they choose," concluded Stevenson.

Pac-12 Networks is available to all DISH customers as a free preview for a limited time. It is included in America's Top 120+ package and above for customers in Pac-12 territory (which includes the six states with Pac-12 schools) and available nationwide in the Multi-Sport Pack for \$9 per month.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.061 million satellite TV customers, as of June 30, 2012, 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 Corporation'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.

About Pac-12 Enterprises

Pac-12 Enterprises is the new content and multiplatform media company for the Pac-12 Conference, a leader in collegiate athletics that includes 12 of the most prestigious universities in the world and a nation-leading 451 NCAA titles across 27 sports. Headquartered in San Francisco, Pac-12 Enterprises was created in 2011 to develop and launch the Pac-12 Networks and Pac-12 Digital, and to control the distribution of the Pac-12 intellectual property rights in sports and other Conference initiatives. The Pac-12 Networks are full-time native HD linear networks, available to video programming operators, dedicated solely to the Pac-12. They consist of a national network and six regional feeds that will televise hundreds of live sporting events annually and provide 24/7 access to Pac-12 teams and universities. Pac-12 Digital encompasses the digital network, mobile, the university websites, social media and innovative digital initiatives across the company. Visit www.pac-12.com.

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