

Gov. Hickenlooper Celebrates Grand Opening of Blockbuster's Worldwide Headquarters in Colorado

Blockbuster Rolls Out the Blue Carpet Treatment at Stores Nationwide

DISH (NASDAQ: DISH) -- Gov. John Hickenlooper today joined DISH Network CEO Joseph Clayton and Blockbuster L.L.C. President Michael Kelly in cutting the ribbon at the new worldwide headquarters for Blockbuster, which is bringing more than 150 jobs to Colorado.

Today's ceremony was held at the new Blockbuster headquarters, with DISH and Blockbuster employees in attendance along with other Colorado dignitaries. The headquarters is on the DISH campus at the Meridian International Office Park in Douglas County, Colo.

Blockbuster plans to bring 150 positions over the next five years to the Denver area.

"Today's announcement demonstrates DISH and Blockbuster's long-term investment in Colorado," said Gov. Hickenlooper. "We are proud Blockbuster will join the more than 150 public companies already headquartered in Colorado. This is further proof that our state's talented, highly-educated workforce and vibrant business climate are attracting jobs to Colorado."

Blockbuster, a subsidiary of DISH Network Corp., is a global provider of movie and game sales and rentals. The company provides customers with convenient access to media entertainment -- whether in-store, by-mail, or

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digitally to homes and mobile devices. With a highly recognized brand and a growing library of more than 100,000 movies, TV shows and game titles, Blockbuster serves millions of customers around the world annually.

"Since our acquisition of Blockbuster more than a year ago, we've worked hard to reinvigorate a brand synonymous with family entertainment and movies," said Clayton. "We want to thank Gov. Hickenlooper and the Denver South Economic Development Partnership for their support in helping to bring more jobs to the state and enhance Blockbuster's success. By joining us at the DISH campus, Blockbuster can leverage resources and accessibility to DISH's executive team while focusing on innovation."

Blockbuster rise
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As Blockbuster celebrates its new headquarters grand opening, Blockbuster is rolling out the blue carpet for customers. Blockbuster stores nationwide have been upgraded to enhance the customer experience with a new Blue Carpet wall featuring the latest movie releases, play zones dedicated to kids' movies and video games, and an advanced DISH in-store kiosk where customers can experience the recently launched Hopper™ Whole-Home HD DVR.

"I'm very excited about the future of Blockbuster as we enter a new age in digital delivery of home entertainment, giving customers the entertainment they want and how they want it, whether in stores, by mail or over digital devices," said Kelly. "As part of the DISH family, we are financially positioned for growth in all business areas while realizing greater efficiencies. We'll continue to celebrate throughout the year with in-store and by-mail promotions that will help Blockbuster rise to the top of consumer choice for home entertainment."

To learn more about employment at Blockbuster, applicants can visit www.jobblockbuster.com.

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 Blockbuster

Blockbuster L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), is a leader in the movie and game industry in digital and disc rentals and sales. Blockbuster provides convenient access to family entertainment through a variety of channels -- by mail via www.blockbuster.com, in approximately 900 stores (including franchises) across the U.S., via digital movie downloads using a PC, Blu-ray player, connected TV or portable device, and via Blockbuster @Home through DISH Network -- making it easy and convenient to access family entertainment. Blockbuster offers games for all major gaming devices, including Nintendo DS, Nintendo 3DS, PS2, PS3, PSP, Wii, Xbox and Xbox 360. Focused on ease and convenience, it's no wonder that Blockbuster serves millions of customers nationally and internationally. Visit www.blockbuster.com.

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