

# DISH and Southwest Airlines® Take In-Flight Entertainment to New Heights with iPad 2 Lending Program

*Offers customers traveling on select Southwest Flights the option to borrow an iPad 2 from DISH's "Watch TV on the Fly" lending libraries*

*Invites travelers to experience "TV on the Fly" in Chicago-Midway, Denver and Oakland airports featuring iPad 2 lending, Hopper demos, and giveaways*

*Watch live and on-demand TV, free from DISH on Wi-Fi equipped Southwest flights*

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--[DISH](#) (NASDAQ:DISH) is teaming up with [Southwest Airlines®](#) (NYSE: LUV) to provide travelers with the opportunity to borrow an iPad® 2 from its "Watch TV on the Fly" libraries. Building upon the "TV Flies Free" offering, passengers traveling between select cities can now check out an iPad 2 at their departure airport and view live and on-demand TV programs on Wi-Fi-enabled Southwest flights.

"With the holiday travel season fast approaching, we want to give travelers the chance to relax and enjoy their favorite programming, whether in the air on Southwest or on the ground through DISH Anywhere™," said James Moorhead, Chief Marketing Officer at DISH. "We are excited to further our partnership with Southwest and provide a great entertainment experience through our iPad lending program."

DISH "Watch TV on the Fly" libraries can be found in Southwest terminals at Chicago-Midway International Airport (MDW), Denver International Airport (DEN) and Oakland International Airport (OAK). At each location travelers can check out an iPad for their flight, demo DISH's Hopper® Whole-Home HD DVR and sign up for DISH service. Guests who check out an iPad will be able to take advantage of Southwest's free live-TV content on their flight and then easily return it at the arrival airport's corresponding library. Visitors to these locations will also have the chance to win an iPad 2.

The iPad 2 lending offer is free for all passengers traveling between MDW, DEN and OAK on WiFi-enabled Southwest flights. DISH Brand Ambassadors will be at each "Watch TV on the Fly" library to assist passengers with the lending process, and explain DISH's Hopper and DISH Anywhere services.

"Southwest Airlines continues to look for ways to enhance our on-board Customer experience," said Kevin Krone, Chief Marketing Officer at Southwest Airlines. "Through our partnership with DISH, Customers have the opportunity to enjoy free live TV on Wi-Fi-enabled flights. We're excited about this added value, giving our Customers the opportunity to 'Watch TV on the Fly.'"

In July, DISH and Southwest began providing free access to live TV and up to 75 on-demand shows on the airline's more than 400 Wi-Fi-enabled aircraft through Apple, Android and most other Internet-ready personal devices. In addition, DISH announced a promotion for new customers who sign up for the Hopper and a qualified programming package may receive 12,500 points in the Southwest Airlines Rapid Rewards® program and an iPad 2 free.

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.014 million satellite TV customers, as of June 30, 2013, 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, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation's subsidiary, Blockbuster L.L.C., delivers family

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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 Southwest Airlines Co.**

In its 43<sup>rd</sup> year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

#### **About the Rapid Rewards and iPad 2 Promotional Offer**

DISH's promotion offers new subscribers 12,500 points in Southwest's Rapid Rewards frequent flyer program and the choice of iPad 2 instead of first-year DISH programming discounts when signing up for the Hopper with Sling® Whole-Home HD DVR and a qualified programming package. New DISH customers will be able to take advantage of a comprehensive TV anywhere experience driven by the industry-leading Hopper entertainment platform.

The offer requires activation of new qualifying DISH service with 24-month agreement and credit qualification. Monthly DVR and receiver fees apply. All prices, fees, packages, programming, features, functionality and offers subject to change without notice. To qualify, customers must select the Hopper system and minimum of America's Top 120 package. Please allow 4-6 weeks for delivery. This offer cannot be combined with promotional pricing. Offer not available in Puerto Rico or USVI. Activation fees may apply. Visit [www.dish.com](http://www.dish.com) for more details. All Rapid Rewards Rules and Regulations apply. Please allow 8-10 weeks for Rapid Rewards Points to be deposited.

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