

# DISH and Southwest Airlines® Up the Ante for Onboard Entertainment, Extend 'TV Flies Free' Offer Through 2014

*Live & on-demand TV continues to fly free on personal devices on Wi-Fi equipped Southwest flights, compliments of DISH*

*Limited time offer for new DISH customers to receive Southwest Rapid Rewards Points and iPad Mini as part of DISH promotion*

ENGLEWOOD, Colo.--(BUSINESS WIRE)--DISH (NASDAQ:DISH) and Southwest Airlines® (NYSE:LUV) announced today they are extending their partnership and the "TV Flies Free" promotion. Through December 31, 2014, DISH will provide Southwest Customers using iOS, Android and most other Internet-ready devices free access to nearly 20 live TV channels and up to 75 on-demand shows on the airline's nearly 440 Wi-Fi-enabled aircraft. Onboard access to live TV, on-demand programming and Wi-Fi connectivity is delivered by Southwest's satellite-based inflight entertainment and connectivity partner, Row 44, a subsidiary of Global Eagle Entertainment, Inc. (NASDAQ: ENT).

The program was originally announced in July 2013 when DISH and Southwest surprised passengers aboard a Southwest flight with a giveaway of free iPad® 2 devices to celebrate the new partnership. Since that time, DISH has enabled millions of Southwest Customers to watch their favorite shows in-flight at no charge.

"Since the FAA changed its rules regarding personal electronic device usage, mobile video viewing on Southwest Airlines flights has increased more than 20 percent," said James Moorhead, DISH Chief Marketing Officer. "By extending our partnership with Southwest we are able to give their Customers a sample of what DISH customers experience on a daily basis, their favorite TV programs, anytime, anywhere and at no additional cost, simply the best mobile TV experience."

As part of the extension, DISH will continue offering new customers who sign up for the Hopper and a qualified programming package, 12,500 points in the Southwest Airlines Rapid Rewards® program and the choice of a free iPad Mini.

"Southwest is in the business of providing exemplary Customer Service and this partnership with DISH has been very popular with our Customers," said Kevin Krone, Southwest Airlines Chief Marketing Officer. "Free is a great thing for Customers in this industry and having DISH providing this amenity through 2014 will continue to make our onboard experience even more entertaining this year."

The live TV and on-demand programming available on Southwest are part of a suite of products delivered by Global Eagle to the airline. Powered through Ku-band satellite technology, the platform, which includes high-speed Internet, messaging and destination services is now available to Customers at all stages of flight, and Southwest is still the only U.S. airline able to offer gate-to-gate connectivity and messaging services.

Once onboard a Wi-Fi-equipped plane, Southwest Customers can connect to the Wi-Fi network and

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launch their Internet browser to be directed to the Southwest Airlines Entertainment Portal. From there, passengers can access live TV and on-demand programs free of charge, compliments of DISH.

## **About DISH**

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.049 million satellite TV customers, as of Sept. 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 with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. 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 Mini Promotional Offer**

DISH's promotion offers new subscribers 12,500 points in Southwest's Rapid Rewards frequent flyer program and the choice of iPad Mini 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. You must already be enrolled as a Southwest Airlines Rapid Rewards Member at time of activation with DISH. Please allow 8-10 weeks for Rapid Rewards Points to be deposited.

## **About Global Eagle**

Global Eagle Entertainment Inc. is the only full service platform offering both content and connectivity for the worldwide airline industry. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve with the industry's most complete offering of in-flight video content, e-commerce and information services. Through its Row 44 subsidiary, Global Eagle utilizes Ku-band satellite technology to provide airline passengers with Internet access, live television, shopping and travel-related information. Currently installed on more than 500 aircraft, Row 44 has the largest fleet of connected entertainment platforms operating over land and sea globally. In addition, through its AIA division, Global Eagle provides film and television content, games and applications to more than 130 airlines worldwide. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com)

Photos/Multimedia Gallery

Available: <http://www.businesswire.com/multimedia/home/20140116005979/en/>

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