

# New Cross-border Promotion from DishLATINO Proves Entertainment has No Borders

- *DishLATINO and Dish México team up to offer new customers in the U.S. a promotion which provides discounted TV service to family, friends in Mexico*
- *Eugenio Derbez, award-winning Mexican actor and director, to promote the only brand partnership of its kind in the pay-TV industry*

ENGLEWOOD, Colo.--(BUSINESS WIRE)--A new DishLATINO initiative is offering customers in the U.S. a chance to give their loved ones in Mexico discounted satellite television service. For a limited time, new subscribers to DishLATINO can provide friends and family pay-TV service for only \$6 per month service through Dish México, a partner company offering pay-tv services in Mexico.

The cross-border promotion is a first of its kind for DishLATINO, a division of DISH Network L.L.C., a wholly owned subsidiary of DISH Network Corp. (NASDAQ: DISH), and is also a first for the pay-TV industry.

"The DishLATINO partnership with Dish México creates a unique benefit to Mexican consumers in the U.S. and a platform to further strengthen their cultural connection to home," said Alfredo Rodriguez, vice president of DishLATINO. "Mexican consumers in the U.S. represent about two-thirds of the U.S. Hispanic population, and many have a strong desire to give back to their friends and family in Mexico. It's only natural we find a way to create a television-viewing experience that crosses borders."

Eugenio Derbez, award-winning Mexican actor and director and host of the upcoming Latin Grammy Awards, will serve as the spokesperson for the cross-border promotion.

"The first thing I did when I moved to Los Angeles from Mexico was find a way to stay connected to my roots, and DishLATINO's expansive lineup of Spanish- and English-language programming has provided just that," Derbez said. "Since I still have family and friends in Mexico, this offer is a terrific way for all of us to have a shared experience -- with DishLATINO and Dish México, entertainment has no borders."

Derbez recently joined forces with DishLATINO as its first celebrity brand ambassador and will provide creative direction to the brand's marketing efforts. Derbez is currently appearing in an integrated television, radio, print and online brand campaign for DishLATINO.

As part of the offer, new DishLATINO customers will receive their own discounts, such as service as low as \$24.99 per month and free HD service for life. To participate, new customers who subscribe to DishLATINO between November 1, 2014 and March 1, 2015 will be provided a referral code that they can give to a friend or family member in Mexico. The code can be used to order certain Dish México programming services for 18 months at \$6 per month. For more information about the program, visit <http://www.dishmexico.com>.

About DISH

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DISH Network Corp. (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.041 million satellite TV customers, as of Sept. 30, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corp. is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

#### **About DishLATINO**

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment options such as FlexTV, a no-term contract, prepaid pay-TV product.

#### **About Dish México**

Dish Mexico is a DTH system formed by MVS Comunicaciones, a head telecomm group in Mexico, and EchoStar Corporation, leader in satellite technology and services in the United States. It distributes its programming service to more than 2.5 million homes in all the Mexican territory, offering the best pay TV channels, with innovative technology and quality service at a low price to its subscribers.

#### **Contact:**

DISH  
@DISHnews

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