

# DISH Invites Customers to Deflate the Game Not the Ads

*DISH's exclusive AutoHop feature 'reversed' for the biggest ad day of the year*

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--DISH Network L.L.C. announced today that customers can enable "Reverse AutoHop" to watch just the commercials the day after Sunday's big game. DISH customers will have the option to enable DISH's AutoHop™ feature on the Hopper® Whole-Home HD DVR to skip *straight to* the popular commercials, rather than skip over them.

"This day is about two things: football and commercials, and for good reason -- both are entertaining and our customers love them," said Vivek Khemka, DISH senior vice president of product management. "We've decided to flip our user-enabled ad-skipping feature on its head so customers can watch the ads uninterrupted the next day when everyone is talking about them."

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"We have several clients running Super Bowl ads this year, and DISH's creative technology means more people will see those ads," said Bill Koenigsberg, president, CEO and founder of Horizon Media. "Making these entertaining ads 'appointment watching' after the game puts the brands front and center for an even wider audience. Regardless of who wins the game, that's a win for advertisers and consumers."

Customers can enable the "Reverse AutoHop" feature the day after the game to skip the game and watch the commercials back-to-back. Hopper customers must have the PrimeTime Anytime™ feature enabled for NBC prior to the game. If customers want to re-watch the game, they have that option as well.

## About DISH

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).

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