

Eugenio Derbez Streaks across Social Media

Leaked video of mystery stalker generated more than 2 million views in 36 hours
Popular Mexican actor and comedian Derbez revealed as stalker in new DishLATINO soccer campaign
Viewers are able to choose from three alternate endings to stalker video

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--Following a viral video push that generated more than 2 million social media views in 36 hours, DishLATINO today launched a new digital campaign featuring popular Mexican actor Eugenio Derbez as he streaks across a soccer field, scores a goal, lands in jail and crashes a telenovela.

The campaign began Monday with a leaked “cell phone” video, giving a view from the stands of an unidentifiable man streaking across the field and scoring a goal, confounding players and outpacing the bumbling guards.

Just in time for April Fool’s pranks, DishLATINO officially revealed today that the man in the stalker video is actually spokesman Eugenio Derbez. To help celebrate the April Fool’s Day joke, DishLATINO wrapped Hispanic newspapers in major U.S. cities with a tabloid-style headline showing Derbez being chased by officials as he streaks off the field.

“This is the first time DishLATINO has created unbranded content and left it up to fans to direct where it goes and whether or not it takes off,” said Alfredo Rodriguez, vice president of DishLATINO. “We had a feeling it would be popular but were overwhelmed by the instant engagement it received—within minutes of arriving online.”

In the digital campaign launching today on the [DishLATINO](#) website, Derbez stuns soccer players by taking the field and scoring a goal—all while wearing nothing but his socks and shoes. Viewers of the video will be invited to choose from three alternate endings. This interactive experience brings viewers along as Derbez interrupts a post-game TV interview, lands in jail (where he encounters a familiar face) and winds up in the middle of the fictional telenovela, “Epoca de Amor.” Viewers can also catch behind the scenes footage of Derbez talking about Aaron Abasolo, one of his most iconic characters.

“While the spot has some fun with one of soccer’s most outrageous spectacles, the campaign is really designed to connect with all those who can’t live without soccer,” said Rodriguez. “Many fans don’t have access to the teams they love, which is why, in addition to the best Spanish and English programming, DishLATINO brings fans the top games, leagues and tournaments at an affordable price.”

The “stalker” spots can be found on the DishLATINO [website](#) and on YouTube at <https://www.youtube.com/dishlatino>.

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

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contract, prepaid pay-TV product.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 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 Corporation is a Fortune 250 company. Visit www.dish.com.

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