

DISH Personalizes Customer Service Experience with 'My Tech'

Enhances mydish.com with 'My Tech' online tool that offers customers real-time status updates on their service appointments

Meet My Tech: Technician's name and picture delivered an hour before estimated arrival

Map My Tech: Customers can view countdown to tech's arrival, track the DISH van as it drives to their home

ENGLEWOOD, Colo.--(BUSINESS WIRE)--DISH Network L.L.C. is helping customers nationwide take control of their day with the launch of "My Tech," its new online appointment tool available on mydish.com. Customers receive personalized information about their service appointment including the picture, name and even the location of a DISH technician on the way to their home.

"We recognize that people want control of their own time and DISH's My Tech tool helps them get on with their day without waiting on the TV guy," said Erik Carlson, DISH executive vice president of operations. "A minute-by-minute countdown and interactive map allow the customer to track their DISH technician to determine when to leave work or if they have time to run to the store."

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My Tech is available on mydish.com to all DISH customers with a scheduled service appointment. DISH will send a link to customers to view everything they need to know about their appointment including:

- The scheduled appointment time, including an estimated 75-minute window in which the technician will arrive.
- The name and picture of the technician, which appears an hour before the estimated arrival time.
- A real-time countdown to their tech's arrival and an interactive map to track the DISH van as it makes its way to the customer's home.

My Tech is proprietary software created by DISH that incorporates Google Maps' location access interface. Customers can access My Tech directly from any DISH appointment reminder.

View a video of My Tech here: <https://www.youtube.com/watch?v=iHnDJm4fgpQ>

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.932 million pay-TV subscribers, as of June 30, 2015, 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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