Sling TV and DISH Announce Long-Term Agreement with Willow TV International to Provide the Most Extensive Cricket Offering in the U.S., Including ICC World Twenty20 2016

International Cricket Council (ICC) events will be featured live on the Willow cricket channel, the Official Broadcast Partner of the ICC in the U.S.
Starting with the ICC World Twenty20 2016, ICC events will be included at no additional charge to Sling TV and DISH customers who receive the Willow cricket channel
Sling TV and DISH offer the Willow cricket channel with live, high definition coverage of the best of international cricket from India, Pakistan, Australia, South Africa, the West Indies and others

Sling TV and DISH today announced they have expanded their strategic relationship with Willow TV International for the Willow cricket channel. The agreement brings some of the world's most popular cricket matches and events including ICC, India, Pakistan, Australia, South Africa, West Indies and other top teams to cricket fans in the U.S., in high definition, as well as arrangements for coverage of live overlapping matches. With Willow included in most major South Asian packages, Sling TV and DISH customers will have access to the most extensive cricket programming available in the U.S.

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This agreement marks the first time that major ICC events, including the highly anticipated ICC World Twenty20 2016, which begins March 8, 2016, will be provided at no additional charge on the Willow cricket channel. Previously many of these events have only been available via pay-per-view.

"We are proud to have supported the launch of the Willow cricket channel in 2010, and by extending this longstanding relationship, we are not only bringing our customers the best in live cricket for years to come, we're delivering on our commitment to make Sling TV and DISH 'your home for cricket'," said Chris Kuelling, senior vice president of international programming for Sling TV and DISH. "With this agreement we are now able to bring U.S. viewers the most comprehensive cricket offering in the market, all in high definition."

"In just over five years since we launched Willow on DISH, we have expanded our coverage of live international cricket to unprecedented levels," said Vijay Srinivasan, CEO of Willow TV International. "We are extremely pleased to further strengthen our partnership with Sling TV and DISH, and to announce the availability of the ICC World Twenty20 2016 and other ICC events on the Willow cricket channel for Sling TV and DISH viewers."

Willow is available across South Asian packages on both Sling TV and DISH. More information on Sling TV's cricket offering can be found here, and detail on DISH's cricket offering can be found here. New Sling TV viewers can try the service free for seven days, and DISH is currently offering the Hindi Mega Pack, which includes Willow, at 50% off for new subscribers.

About Willow

Willow TV International, Inc. is the premier broadcaster of cricket in the U.S. Willow distributes a high

definition linear television channel dedicated exclusively to cricket in the U.S., and provides television and digital production services to its global partners. Willow is an Official Broadcast Partner of the International Cricket Council (ICC) and several major international cricket boards and leagues.

About Sling TV

Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services including domestic and international live and on-demand programming. It is available on televisions, tablets, computers and smartphones. The Sling TV programming portfolio includes content from Disney/ESPN, HBO/Cinemax, AMC, A&E, Turner, Scripps, EPIX, The Weather Company and Univision. Sling Latino offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling International currently provides more than 200 channels in 19 languages across multiple devices to U.S. households. Sling TV is a next-generation service that meets the entertainment needs of today's contemporary viewers. Visit www.Sling.com.

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About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.897 million pay-TV subscribers, as of Dec. 31, 2015, with the highest-quality programming and technology with the most choices at the best value. DISH offers 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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