

DishLATINO Congratulates Spokesman Eugenio Derbez for Star on Hollywood Walk of Fame

LOS ANGELES--([BUSINESS WIRE](#))--Today, DishLATINO spokesman Eugenio Derbez was honored with a star on the legendary Hollywood Walk of Fame in Hollywood, CA. Presentation of the star is the culmination of Derbez's continued success as a comedian, actor, writer and director, and is a representation of his popularity among audiences both in the U.S. and throughout Latin America.

"Eugenio's passion for his fans and drive to create entertainment that truly connects with audiences are just two of the reasons we are very proud to have him represent DishLATINO, and we wish to congratulate him on this very well-deserved honor," said Alfredo Rodriguez, vice president of DishLATINO. "Eugenio has consistently engaged consumers in a way we never had before, and that is a testament both to his authenticity and his incomparable talent."

Derbez and his wife Alessandra Rosaldo are currently appearing together in DishLATINO's latest TV campaign, "[Latinos](#)." The ad is the first time the two have acted together in a TV commercial.

Derbez was heavily involved in the creative development of the piece, which engages viewers on an emotional level, focusing on Latinos' experiences from all walks of life.

Derbez's star can be found at 7013 Hollywood Boulevard in Hollywood, CA.

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

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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