

# DISH Leads Pay-TV Industry with Nationwide Launch of Cuban Entertainment Channel

**New Cuban culture and entertainment channel, CUBAMAX TV, features novelas, movies, variety shows, children's programming and music videos**  
**DISH first national provider of Cuban-produced television entertainment and first to offer CUBAMAX TV**

ENGLEWOOD, Colo.--June 16, 2016--([BUSINESS WIRE](#))--DISH announced the launch of a new channel, CUBAMAX TV, making it the first and only pay-TV provider to bring original Cuban entertainment to U.S. audiences nationwide. The channel is available today on DishLATINO, the company's market-leading suite of English and Spanish language programming packages.

"Connecting viewers with their heritage and culture is at the heart of the DishLATINO brand promise, and today marks an important milestone as we deliver movies and TV shows from Cuba that were previously unavailable," said Alfredo Rodriguez, vice president of DishLATINO. "With an estimated two million Cubans living in the U.S. and many others eager to learn about the island's rich culture, we're excited to provide a window into the arts and entertainment world of Cuba."

Headquartered in Miami, CUBAMAX TV imports, curates and packages the best of Cuban entertainment into one channel for distribution in the U.S.

"CUBAMAX TV includes a range of Cuban entertainment that will appeal to a variety of audiences, from telenovela fans and movie buffs to music lovers and nature enthusiasts," said Amarilys Nuñez, director of marketing for CUBAMAX TV. "In launching CUBAMAX TV, we looked for a provider with a nationwide reach and a strong connection to U.S. Hispanic audiences. Market-leader DishLATINO is the perfect fit for our channel launch, and we look forward to growing together as we deliver quality Cuban entertainment."

## Programming

The new channel will deliver a broad range of programming for viewers, including novelas, movies, variety shows, children's programming and music videos. Popular shows airing on CUBAMAX TV include:

- *Vivir del Cuento* – Recognized as the "Most Popular Show in Cuba" for several years running, the program features comedian Luis Silva as the 80-year-old character Pánfilo who tries to navigate the realities of life in Cuba. The show recently gained additional notoriety when President Obama [appeared in a sketch](#) with Pánfilo shortly before his trip to Cuba.
- *Al compás del son* – A novella centered on the love story of Aurora and Lino, separated by strong social prejudices and circumstances.
- *Sonando en Cuba* – A singing competition in which artists perform popular Cuban music for a chance to be coached by directors from the most renowned bands.

## Availability

CUBAMAX TV is now available to new and existing DishLATINO customers who subscribe to the following programming packages: Clasico, Plus, Dos, Max and Bonus Pack. To subscribe to CUBAMAX TV through DishLATINO, customers can visit [www.dishlatino.com/cubamaxtv](http://www.dishlatino.com/cubamaxtv).

“DISH first national provider of Cuban-produced TV entertainment and first to offer CUBAMAX TV  
#DishLATINO #Cuba”

Additionally, CUBAMAX TV will be available to Sling Latino customers in the coming weeks.

#### **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 13.874 million pay-TV subscribers, as of March 31, 2016, 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](http://www.dish.com).

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#### **About CUBAMAX TV**

Launched in 2016, CUBAMAX TV is a general entertainment channel featuring shows, movies and cultural content from Cuba. Headquartered in Miami, CUBAMAX TV imports, curates and packages the best of Cuban entertainment into one channel for distribution in the U.S.

#### **Contact:**

DishLATINO  
Karen Modlin, 303-723-1850  
[karen.modlin@dish.com](mailto:karen.modlin@dish.com)  
or  
Sling Latino  
Lacretia Taylor, 720-514-8209  
[lacretia@sling.com](mailto:lacretia@sling.com)

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