

National Hispanic Institute (NHI) and DishLATINO Team up to Promote Youth Leadership

Oct 25, 2016--The National Hispanic Institute (NHI) and DishLATINO are joining forces to promote leadership and education among the next generation of young Latinos in the U.S.

Starting this week, DishLATINO has begun contributing advertising time on nearly 30 top Spanish language networks to tell the story of NHI and its mission to engage achieving high school and college students in community leadership roles.

"Our partnership with NHI is a natural fit given our shared values, particularly a commitment to education and the Latino community," said Alfredo Rodriguez, vice president of DishLATINO. "Throughout Hispanic Heritage Month we've had a chance to celebrate staying connected to our culture, and now with this campaign we look ahead to building the next generation of Latino leaders."

"DishLATINO shares our goal of investing in programs for the high school students who will go on to define and shape the future of our communities," said Nicole Sada, executive vice president of policy and advancement at NHI. "Through this partnership we look forward to the chance to transform the lives of even more students who wish to lead a vibrant and talented global Latino community."

Founded more than 37 years ago, NHI invests in students through educational programs, civic engagement and an emphasis on community service. The academic success rate of NHI alumni is high, with 90% of alumni graduating from college and another 67% continuing on to graduate studies. As these graduates go on to pursue careers, NHI encourages them to remain connected to the Latino community and help mentor the next generation of leaders.

The ad spot educating DishLATINO customers about NHI can be found [here](#) as it airs (Spanish only) and [here](#) with English subtitles. DishLATINO also developed a promotional video for NHI's use which can be found [here](#).

The campaign announced today aligns with DISH's broader corporate citizenship program, DISH Cares, which fosters community engagement with an emphasis on STEM education and workforce development.

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 13.593 million pay-TV subscribers, as of June 30, 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 200 company. Visit www.dish.com.

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