

DISH Appoints Brian Norris to Lead DISH Media Sales

NEW YORK-- April 6, 2017 -- ([BUSINESS WIRE](#))--DISH today announced that Brian Norris has been named vice president of DISH Media Sales, overseeing DISH and Sling TV's advertising sales, analytics and operations. Norris will report to Warren Schlichting, DISH executive vice president of Marketing, Programming and Media Sales.

"Brian has been a driving force behind DISH Media Sales since its inception, shaping a culture of thought leadership and professionalism within the organization," said Schlichting. "As we push the envelope on smarter TV advertising, Brian's leadership will continue the momentum and growth of the business."

Norris joined DISH Media Sales in 2008 to assist with the establishment of its flagship office in New York City. He has been instrumental in expanding the scope of TV advertising by bringing new and forward-thinking brands into the addressable advertising fold and encouraging them to tap into Sling TV's unique audience.

"We're part of changing the definition of TV and with it, the definition of TV advertising," said Norris. "I'm proud to lead a team of sales innovators that has paved the way in uncharted territory from addressable advertising and programmatic TV to new opportunities offered by Sling TV."

Most recently, Norris led national advertising sales for DISH Media Sales. In this position, he oversaw the organization's general market, direct response and Latino advertising sales efforts. These efforts spanned DISH Media Sales' entire suite of solutions including linear, addressable, interactive and programmatic

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advertising, as well as digital advertising on Sling TV and DISH Anywhere.

A biography is available here: <http://www.dishmediasales.com/about/>

About DISH Media Sales

DISH Media Sales provides advertising sales for leading pay-TV provider DISH Network L.L.C. and its over-the-top television service Sling TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and Sling TV, advertisers are equipped to employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit www.dishmediasales.com.

About DISH


DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.671 million pay-TV subscribers, as of December 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 200 company. Visit www.dish.com.

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