

DishLATINO Offers the Opportunity to Be a Star

Enter to Win \$5,000 and be the new face of DishLATINO

ENGLEWOOD, Colo.--DishLATINO kicked-off its first ever, nationwide search for talented Latinos to star in a national commercial. If chosen, three current subscribers of DishLATINO have the opportunity to also win \$5,000.

DishLATINO is searching for three "stars" to record and submit a video that shares why they love their DishLATINO service. Customers can participate in this competition by visiting <http://dishlatino.com/nuevaestrella> and uploading a video up to 30 seconds long that details their passion for the DishLATINO brand. The contest officially closes on July 15, 2013 at 11:59 p.m. MDT.

"DishLATINO is excited to discover three fresh faces to be featured in our commercials," said Alfredo Rodriguez, vice president of Latino marketing, DishLATINO. "This is a tremendous opportunity to engage with our subscribers and we are eager to see the creativity and passion the Latino community shares for our brand."

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To enter:

(1) Choose a Theme. Record a video without insults, profanity or negative connotations. You may not mention the competition by name. Be sure to wear proper attire and communicate a positive message.

(2) Record Your Video. Use your cell phone, a video camera, computer, or any electronic recording device. Stand against a solid background. Use one of the following formats for your video: .avi (AVI Video), .mov (QuickTime Movie), mp4 (MPEG-4 Video), .m4v (MPEG-4 Video). The video submission is limited to 30 seconds. The video file size should be under 6 MB. Name your video, "The new star of DishLATINO."

(3) Upload your Video. As soon as your video is approved and uploaded to the website, you will receive a confirmation via email.

"If you love TV and have always dreamed of starring in your own commercial, now's your chance," said Leonardo Torress, general manager, Brand for DishLATINO. "This is a once in a lifetime opportunity to be a star and win a cash prize for simply telling us why you love DishLATINO!"

For more information and the full contest rules, visit <http://dishlatino.com/nuevaestrella>.

Be a part of the DishLATINO community, like our Facebook page, and share with all your friends: <https://www.facebook.com/DishLATINO>

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.092 million satellite TV customers, as of March 31, 2013, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life®. Subscribers enjoy the largest 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's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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