

DISH Appoints Andrew Cipra Vice President Brand Marketing

DISH (NASDAQ: DISH), one of the nation's leading pay-TV providers, today announced that Andrew R. Cipra has been named vice president of brand marketing. He will report to James Moorhead, DISH chief marketing officer and senior vice president.

For the past 21 years, Cipra held increasingly senior marketing roles at The Procter & Gamble Company and innovation roles at 3M Company. With experience leading billion-dollar brands, he brings to DISH a successful track record of brand building, advertising, and product development.

Cipra led the revival of the Vicks brand, helping to establish it as the leading cough, cold and flu brand in the U.S. Notably, he directed the strategy and development of the award-winning NyQuil® and DayQuil® "There are No Sick Days in the NFL" creative campaign featuring quarterback Drew Brees.

"As DISH looks to expand its offerings to include satellite TV, broadband data and voice services, expectations on our marketing organization have never been higher," said Moorhead. "Andy has demonstrated a history of passionate, effective brand building, and I am confident that he has the vision and discipline needed to help establish DISH as a premier consumer brand. He will play an important role as we build a world class marketing organization at DISH."

"DISH is an extraordinary entertainment company with incredible opportunity to grow its traditional business in satellite TV, but also grow its brand to include other services," said Cipra. "I look forward to joining the company's talented team of marketers and leading the branding effort to establish DISH as a household name in video, broadband and wireless."

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About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.061 million satellite TV customers, as of June 30, 2012, 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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