

# DISH Network Launches Donation Channels

*Customers Can Point and Click to Instantly Donate to American Red Cross Relief Efforts in U.S. and Japan*

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), has dedicated two on-demand channels to solicit donations from customers to provide disaster relief assistance in the United States and Japan.

Now through July 31, 2011, DISH Network customers can visit channels 1 or 501 and select one of the following channels labeled "Donate Storm Relief" or "Donate to Japan Here." They can then follow the simple on-screen instructions to make a \$5 donation, which will be added to their subsequent monthly bill.

“We look forward to using this unique donation approach to aid other causes in the future.”

"We're pleased our technology can be used to assist the American Red Cross, an organization we've selected to support in helping citizens recover and rebuild," said Dave Shull, senior vice president of Programming for DISH Network. "We look forward to using this unique donation approach to aid other causes in the future."

DISH Network subscribers' gifts to the American Red Cross will help those affected by the recent tornadoes and floods in the United States or those affected by the earthquake in Japan and subsequent tsunami throughout the Pacific. Donations will enable the Red Cross to provide shelter, food, emotional support and other assistance to victims of these disasters.

"This support from DISH Network and its customers is critically important as we work to provide help and hope to survivors of the storms across the U.S. and the earthquake and tsunami in Japan," said Michael J. Brown, vice president of Corporate and Foundation Giving at the American Red Cross.

To make a donation through DISH Network, a customer's satellite receiver must be connected to a broadband or telephone line.

For more information, visit [www.dishnetwork.com/donation](http://www.dishnetwork.com/donation) or [www.redcross.org](http://www.redcross.org).

## About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.19 million satellite TV customers, as of March 31, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, 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's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of global customers annually. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com).

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