

DISH Network Enters into Multi-Year Contract for India's 'Aastha TV' and 'Aastha Bhajan' Channels

DISH Network L.L.C., the leader in international programming in the United States, today announced the further expansion of the country's largest Hindi-language television lineup with the launch of Aastha TV, India's No. 1 religious channel, and Aastha Bhajan, a channel dedicated to spiritual discourses. DISH Network is the exclusive U.S. TV provider of both channels for at least the next two years.

"Aastha TV and Aastha Bhajan join a number of Hindi-language channels recently launched on DISH Network, including Times Now, Zoom, Willow Cricket, and TEN Cricket," said Chris Kuelling, vice president of International Programming for DISH Network. "We're proud to add the two Aastha channels to our lineup which, when combined with the wide variety of other Hindi-language programming we offer, makes DISH Network the largest provider of the best Indian programming in the country – all at the best value."

Aastha TV (DISH Network Ch. 648) is India's No. 1 spiritual TV network, featuring yoga with Swami Ramdev, programs on spiritual discourses, socio-cultural ceremonies and religious events as well as meditation techniques and devotional music. The core of its programming relies on discovery of holy places of pilgrimage, education on traditional festivals, and vedic science, ayurveda, astrology, crystal therapy and aromatherapy.

Aastha Bhajan (DISH Network Ch. 669) is the only Hindi-language television network that broadcasts 24x7, Asian-Indian temple music as well as spiritual and devotional songs sung by the most popular saints, seers and singers from India.

Aastha TV is available free for a limited period of time with the Hindi Mega Pack for \$49.99 per month, which includes 22 additional Hindi-language channels. Both Aastha TV and Aastha Bhajan are available in the Aastha Pack for \$19.99 per month. They are also available in the Spiritual Pack for \$9.99 per month, which requires a subscription to any one of the qualified Hindi programming packages.

About DISH Network

DISH Network L.L.C., the U.S. leader in international programming, provides more than 200 ethnic channels in 28 languages – more than any other pay-TV provider. To learn more about DISH Network's international programming or to order the Hindi Mega Pack, call 1-888-887-7264 or visit: www.dishnetwork.com/hindi.

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