

DISH Network to Offer the ICC Cricket World Cup 2011 in High Definition

DISH Network L.L.C., the leader in international programming in the United States, today announced that it is delivering an all-access pass to the ICC Cricket World Cup 2011, ensuring that cricket fans across the country won't miss a second of the action. Plus for the first time, DISH Network will offer coverage of the tournament in high definition.

The ICC Cricket World Cup, held every four years, will be co-hosted in the sub-continent by Bangladesh, India and Sri Lanka, and features a 14-nation pool competing for the title. The event opens with Bangladesh playing India on Feb. 19 and will conclude with the championship match in Mumbai on April 2.

DISH Network will offer the tournament in HD on Pay-Per-View for its satellite customers as well as distribute the Cricket World Cup in SD through its recently launched IPTV service, DISH World, which allows customers to access DISH Network programming without the need for a satellite dish. Matches are available on a live and delay basis, plus, customers have access to highlights of the day's matches, broadcast immediately following the full replay of the match. Customers may also record the matches with DISH Network's award-winning DVR technology.

In addition, DISH Network customers with a broadband-connected, Sling®-enabled receiver have the ability to watch every match on compatible 3G and WiFi-enabled phones, laptops or tablets, including the iPhone® and iPod touch®, iPad™, Android™ smartphones and tablets, Windows® and Mac® Computers, and select BlackBerry® devices.

"DISH Network leads the industry with 72 South Asian channels, and we are proud to again bring the Cricket World Cup to our viewers – this year in high definition – and that our broadband-connected, Sling-enabled customers have the ability to watch it live on a variety of mobile devices," said Chris Kuelling, vice president of International Programming for DISH Network. "In addition, customers without a satellite dish can enjoy the Cricket World Cup through our DISH World IPTV service."

Now until Feb. 19, customers can order the ICC Cricket World Cup for an early bird price of \$129. After Feb. 19, the event will be available for \$149. To order, visit www.dishnetwork.com/cricket, call 877-DISH-PPV (347-4778), or for IPTV service visit www.dishworldiptv.com or call 877-474-4788. Commercial customers can order by calling 1-800-454-0843. DISH Network has licensed its Cricket World Cup rights from Willow TV.

About DISH Network

DISH Network L.L.C., the U.S. leader in international programming, provides more than 200 ethnic channels in 29 languages – more than any other pay-TV provider. To learn more about DISH Network's South Asian programming, visit www.dishnetwork.com/international.

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