

DISH Network Launches New Satellite to Boost Industry's Largest HD Offering

DISH Network L.L.C., the fastest-growing pay-TV provider in America, today announced the launch of EchoStar XV, the company's second successful satellite launch this year.

When EchoStar XV begins operations later this summer, it will allow DISH Network to continue expanding the largest high definition offering in the U.S. The company currently delivers more than 200 national HD channels as well as HD locals in 156 markets.

Built by Space Systems/Loral, EchoStar XV launched on an International Launch Services Proton/Breeze M vehicle from the Baikonur Cosmodrome in Kazakhstan at 2:40 p.m. EDT on Saturday, July 10. After a nine-hour, 13-minute mission, EchoStar XV was successfully released into geosynchronous transfer orbit. The satellite will ultimately reside at 61.5 degrees West Longitude at an altitude of approximately 22,000 miles.

"The launch of EchoStar XV demonstrates DISH Network's continuing commitment to delivering the most high-quality HD programming at the best value," said Tom Cullen, executive vice president. "DISH Network is the only pay-TV provider that offers 'HD Free For Life' to every customer, and we're proud that EchoStar XV will soon allow us to provide even more high definition channels for free."

For more information about DISH Network, including its HD Free For Life promotion, visit www.dish.com.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), leads the pay-TV industry in technological breakthroughs and provides more than 14.3 million satellite TV customers, as of March 31, 2010, with the highest quality programming and technology at the best value. Customers have access to the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including the ViP 922 SlingLoaded DVR, the world's only DVR with TV Everywhere functionality. DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit www.dish.com, follow on Twitter, @dishnetwork (www.twitter.com/dishnetwork), or become a Fan on Facebook, www.facebook.com/dishnetwork.

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