

DISH Network Introduces 13 New HD Channels In Puerto Rico

Launches HD Free For Life Promotion

DISH Network L.L.C., America's fastest-growing pay-TV provider, today announced an expansion of high definition services in Puerto Rico with the introduction of 13 new HD channels*, plus new PPV and VOD HD channels. DISH Network now broadcasts more than 75 HD channels in Puerto Rico – the most offered by any pay-TV provider on the island.

DISH Network customers in Puerto Rico can now add their core HD channels for free via DISH Network's newly-introduced HD Free For Life promotion. Both new and existing customers are eligible for the promotion, which includes any HD feeds of the standard definition channels available in a customer's main programming package.

"DISH Network is proud to offer customers in Puerto Rico the highest quality and largest variety of HD channels on the island," said Dave Shull, senior vice president of Programming for DISH Network. "Without question, the introduction of 13 new high definition channels and our HD Free For Life promotion gives DISH Network subscribers the best viewing experience on the island at an unmatched value."

For more information about how to subscribe to the best HD lineup in Puerto Rico, including visit www.dishnetwork.com or call (888) 898-3051.

**New HD channels include: Fox Soccer HD, Nat Geo HD, Travel Ch. HD, Speed HD, E! HD, BBC America HD, Palladia, BET HD, Golf HD, MSNBC HD, NFL Network HD, NBA HD and Tennis Channel HD.*

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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Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com
