

# DISH Network Launches The Weather Cast

## ***New State-of-the-Art Service Features All Weather, All the Time***

DISH Network L.L.C., America's fastest-growing pay-TV provider, today introduced The Weather Cast, a new 24-hour weather service featuring live round-the-clock weather reporting, interactive forecasting, and real-time national storm tracking. DISH Network is the first and only television provider to offer a national "all weather, all the time" service to its customers. The Weather Cast will replace The Weather Channel, which has recently moved away from weather reporting to a mix of movies and other entertainment-focused programming.

"Our customers always tell us that the only thing they want in a weather channel is weather reporting," said Dave Shull, senior vice president of Programming. "We believe The Weather Cast is the best available weather service in America."

In contrast to The Weather Channel, The Weather Cast devotes 100 percent of its program schedule to weather reporting. There are no movies, no wake up shows and no stories about storms. Further, because its program schedule is all forecasting, it means that The Weather Cast has more time to focus on *local* weather. The Weather Channel is customized for cable and has never offered satellite customers the localization they require. For more information, visit [www.dishnetwork.com/weather](http://www.dishnetwork.com/weather).

## **About DISH Network**

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), 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, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP(R) 722 HD DVR, a CNET and PC Magazine "Editors' Choice." DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com), follow on Twitter, @dishnetwork ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork).

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## **Contact:**

DISH Network  
Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)