

# NHL® Center Ice® Pay-Per-Day Offer Available on DISH Network

DISH Network Corporation (Nasdaq: DISH):

**WHAT:** DISH Network L.L.C., the fastest-growing pay-TV provider in America, today introduced the NHL Center Ice Pay-Per-Day offer exclusively to customers, with select games available in HD. With this Pay-Per-Day offer, customers can purchase one day of NHL Center Ice which provides viewers with exciting high-intensity action with live games from around the League, giving customers access to NHL games outside of their local area. Blackouts and other restrictions apply.

**WHEN:** NHL Center Ice Pay-Per-Day is available for purchase now through the first two rounds of the 2010 Stanley Cup Playoffs.

**WHY:** DISH Network customers can follow elite NHL match-ups during the first two rounds of the Stanley Cup Playoffs through NHL Center Ice Pay-Per-Day offer. With a click of the remote, customers can track their favorite teams and players in the League with this offer.

**HOW:** Order the NHL Ice Pay-Per-Day by remote for \$19.95 on channels 626-639, call 1-877-DISH-PPV (347-4778) or visit [www.dishnetwork.com/hockey](http://www.dishnetwork.com/hockey). Or watch all the rest of the games available with NHL Center Ice for only two payments of \$39.95. For a complete schedule and more information, visit [www.dishnetwork.com/hockey](http://www.dishnetwork.com/hockey).

## About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides more than 14.1 million satellite TV customers, as of Dec. 31, 2009, 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® 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 250 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).

*NHL, the NHL Shield, Stanley Cup and Center Ice are registered trademarks of the National Hockey League. All Rights Reserved.*

## 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)

