

DISH Network Introduces Discovery Kids en Español and Discovery Familia

DISH Network L.L.C., the fastest-growing pay-TV provider in America, today launched Discovery Kids en Español and Discovery Familia.

The popular Spanish-language networks offer award-winning, family-oriented programming designed to enhance and enrich the lives of children and parents. Discovery Kids en Español provides a safe haven for young audiences and a useful tool for teaching Spanish at an early age. Content encourages preschoolers' thirst for knowledge with fun and educational programming including "Harry y su Cubeta de Dinosaurios," "Milly Molly" and "Poko," which take children by the hand into brave new worlds of exploration and discovery. Discovery Familia features entertaining and poignant shows about parenting, natural history, home, cooking and travel such as "Dulces Sueños," "Chef a Domicilio" and "Espacio Vital."

“We are pleased to offer our Latino customers two of the most sought-after Spanish-language channels in the U.S.,” said Dave Shull, senior vice president of Programming for DISH Network. “DISH Network is proud to be the go-to TV provider for the widest variety of top-rated Spanish-language programming at the absolute best price in the industry.”

“The launch of Discovery Kids en Español and Discovery Familia into DISH Network’s DishLATINO suite of packages responds to an increasing demand for high quality, family-friendly, Spanish-language television,” said Luis Silberwasser, senior vice president and general manager for Discovery Networks U.S. Hispanic Group. “The networks showcase a great mix of originals and content from around the world that provides viewers with a clean and uplifting environment where learning and entertainment are paramount.”

Discovery Kids en Español broadcasts from 6 a.m. to 9 p.m. ET and Discovery Familia airs after 9 p.m. ET, both on Ch. 853. They are available in DISH Network’s DishLATINO Clasico packages and higher. For more information on how to subscribe to any of DISH Network’s Spanish-language programming packages, visit www.dishlatino.com or call 1-888-641-3052.

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(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 250 company. Visit www.dish.com, follow on Twitter, @dishnetwork, or become a Fan on Facebook, www.facebook.com/dishnetwork.

About Discovery Familia

Discovery Familia is the Spanish-language network from Discovery Communications and broadcasts award-winning preschool programs on its Discovery Kids en Español block during the day, and high-quality, family-friendly programming in the evening. The network launched in August 2007 and is

broadcast on cable and satellite systems throughout the United States. For more information, visit www.discoveryfamilia.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, Animal Planet, Discovery Science and Discovery HD, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. Discovery Networks International distributes 20 international brands, reaching nearly 970 million cumulative subscribers with programming available in 38 languages. For more information please visit www.discoverycommunications.com.

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