

Hum TV and Masala TV Debut Nationwide Exclusively on DISH Network

DISH Network L.L.C., the leader in international programming, today introduced Hum TV and Masala TV, both top-rated Urdu channels from Pakistan. The channels are available exclusively in the U.S. to DISH Network customers.

Hum TV, available on DISH Network Ch. 620, is one of the leading entertainment channels in Pakistan. The channel features talk shows, game shows and current affairs programming - all highly ranked among Pakistan viewers. Hum TV, has also garnered a large female following in Pakistan, offering ground-breaking drama and soap opera programs.

Masala TV, available on DISH Network Ch. 623, is a 24-hour cooking channel from Pakistan. The channel carries a wide range of cooking shows, including programs with celebrity chefs Gulzar Hussain and Rida Aftab in South Asia, and caters to diverse cuisine preferences including Pakistani, Continental, Western and Oriental. Masala TV is one of the top-rated cooking channels in Pakistan and provides a mix of cooking shows that include call-in shows, infotainment shows and reality shows.

Hum TV and Masala TV are available to DISH Network customers for \$44.99 per month as part of the PAK Mega Pack, which includes 13 additional Urdu channels.

About DISH Network

DISH Network L.L.C., the nation's leader in international programming, provides more than 185 ethnic channels in 28 languages - more than any other pay-TV provider. DISH Network 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." To learn more about DISH Network's international programming or to order Hum TV and Masala TV, call 1-877-478-8842 or visit www.dishnetwork.com/international.

Contact:

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