

# DISH Network Announces Holiday Sweepstakes

DISH Network Corporation (Nasdaq: DISH):

**WHAT:** DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), wants to make the holidays merrier for DISH Pay-Per-View and DISH Network On Demand customers!

**WHEN:** Today, through Dec. 27, 2009, DISH Network customers will automatically be entered into the "Home for the Holidays Sweepstakes" with every DISH Pay-Per-View or DISH Network On Demand purchase. The sweepstakes is open to all DISH Network customers ages 18 and over. Winners will be selected at random on or around Jan. 8, 2010.

**WHY:** For every PPV/VOD purchase or mail-in entry, the customer's name will be entered into a drawing for dozens of prizes. Prizes include: a flat screen HD TV, an HD camcorder, an autographed Manny Pacquiao and Miguel Cotto boxing glove, a digital camera, a digital photo frame and more. DISH Network offers the latest hit movies, top-of-the-line boxing, mixed martial arts, wrestling and all other sports at the touch of a button in stunning HD.

**HOW:** Customers can order by remote on channels 455-549, online by visiting [www.dishnetwork.com/ppv](http://www.dishnetwork.com/ppv) or by calling 1-877-DISH PPV\* (347-4778). For more information on the sweepstakes as well as detailed rules, guidelines and instructions on how to enter, visit [www.dishnetwork.com/holidaysweepstakes](http://www.dishnetwork.com/holidaysweepstakes).

*\*\$1.50 ordering fee applies*

## About DISH Network

DISH Network L.L.C., the nation's HD leader, provides approximately 13.851 million satellite TV customers as of Sept. 30, 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." Visit [www.dishnetwork.com](http://www.dishnetwork.com).

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