

DISH Network Introduces Three New Chinese Channels

Launch of Channels Solidifies DISH Network as the Leader in Chinese Programming

DISH Network, L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH) and the value leader in international programming, today announced the launch of three channels into its Chinese programming lineup: An Hui TV International, Chongqing International and Shenzhen Satellite TV. With the launch of these three channels, DISH Network continues to offer the channels and programming that Chinese-speaking customers are demanding.

"The simultaneous addition of three new popular Chinese channels is a testament to our commitment to offer the best programming at the greatest value to our subscribers," said Chris Kuelling, vice president of International Programming for DISH Network. "Now our Chinese-speaking customers can see even more of their favorite programming at no additional cost."

An Hui TV International (DISH Network Ch. 654), Chongqing International (Ch. 655) and Shenzhen Satellite TV (Ch. 664) each focus on the news and culture pertinent to viewers from the respective regions. In addition, each channel features programming including dramas, general entertainment and family-oriented shows. All three channels will be added to the Great Wall TV Package, which includes a total of 22 channels, at \$32.99 per month. When subscribing to the Great Wall TV Package, qualifying new customers can enjoy free standard professional installation for up to four rooms and no equipment to buy.

The leader in international programming, DISH Network currently offers more than 170 international channels in more than 28 languages – more than any other pay-TV provider. To learn more about Chinese programming options or to order the Great Wall TV package, visit www.dishnetwork.com or call 1-888-288-4110.

About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's HD leader, provides approximately 13.584 million satellite TV customers as of March 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 DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit www.dishnetwork.com.

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