

DISH Network Introduces HD Local Channels in Four New Markets

Continues Reign as HD Leader with HD Locals in 150 Markets Covering More Than 92 Percent of U.S. Households

DISH Network Corporation (Nasdaq: DISH):

WHAT: DISH Network is the clear leader in high definition, and today, the company fortified its first-place ranking by announcing the launch of high definition local channels in four new markets.

WHERE: Ft. Wayne, Ind.; La Crosse-Eau Claire, Wis.; Panama City, Fla.; and Wausau-Rhineland, Wis.

WHEN: HD local channels became available to existing DISH Network subscribers at approximately 5 p.m. ET on July 1, 2009.

WHY: No one offers HD locals in more markets than DISH Network!

HOW: DISH Network customers with an HD receiver who subscribe to HD programming and HD locals will now receive high definition feeds of their broadcasts at no additional charge. For more information about DISH Network's HD offerings, please visit www.dishnetwork.com or call 1-800-333-DISH (3473).

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 DuoDVR 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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