

# DISH Network Introduces FUEL TV into Programming Lineup

Today, DISH Network launched FUEL TV, a television network dedicated to covering the lifestyle and culture of action sports, including skateboarding, snowboarding, surfing, BMX, freestyle motocross and wakeboarding. Located on DISH Network Ch. 155, FUEL TV is included in DISH Network's Classic Gold 250 programming package. FUEL TV is now available in nearly 30 million homes nationwide.

"FUEL TV strengthens the wide variety of programming DISH Network already offers," said Dave Shull, senior vice president of Programming for DISH Network. "We're providing even more value for our subscribers by expanding our lineup with great original content."

"FUEL TV is one of our fastest growing networks, and adding it to the DISH Network lineup helps satisfy the demand from a rapidly increasing number of passionate viewers," said Mike Hopkins, president of Affiliate Sales and Marketing for Fox Cable Networks. "DISH Network continues to be a valued partner in the distribution of our networks."

FUEL TV features action sports athletes, emerging musicians, celebrities, and breaking news through its original and commissioned series and specials, short-form content, films, and prestigious event coverage. Signature original shows include The Daily Habit, The Weekly Update with Boost Mobile, Firsthand, New Pollution, and FUEL TV presents Camp Woodward. Other top shows include The Captain And Casey Show, Built To Shred, and American Misfits (skateboarding); The Adventures of Danny & the Dingo and The Standard Snowboard Show (snowboarding); Drive Thru: Australia, On Surfari, and FiNS (surfing); The Great Ride Open and Thrillbillies (motocross); Pull (wakeboarding); and Props (BMX).

## 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(R) 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](http://www.dishnetwork.com).

## About FUEL TV

FUEL TV is the action sports lifestyle network for skateboarding, snowboarding, surfing, BMX, freestyle motocross, and wakeboarding. A unit of Fox Cable Networks, FUEL TV was launched July 1, 2003 and is seen in nearly 30 million U.S. homes. To subscribe to FUEL TV, call 877-4-FUEL-TV. For program times and other information, visit [www.fuel.tv](http://www.fuel.tv).

Fox Cable Networks (FCN) includes 36 domestic programming services in which News Corporation holds interests. Together these networks reach more than 550 million subscribing television homes and represent one of the media industry's largest and most diverse programming groups. Fox Cable Networks span FX, FX HD, National Geographic Channel, National Geographic Channel HD, Fox Reality Channel, Fox Movie Channel, FUEL TV, FSN and 19 regional cable sports networks, SPEED, SPEED HD, Fox Soccer Channel, Fox College Sports, Fox Sports en Espanol and the Big Ten Network and Big Ten Network HD

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(co-venture with the Big Ten Conference). FCN also includes Fox Sports Enterprises, which manages interests in sports franchises and leading statistical information provider STATS, LLC.

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