

# DISH Network Presents Groundbreaking TV Coverage During the 56th Presidential Inauguration

*Free Access for All Subscribers to HBO's Inaugural Concert and DishHOME's Six 24-Hour News Channels*

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital television leader, today announced that many of the events of the 56th Presidential Inauguration will be made available to DISH Network(R) customers for free. These include HBO's coverage of the inaugural Opening Celebration on Sunday, Jan. 18, and continuing with six 24-hour news channels on DISH Network's interactive Ch. 100 simultaneously airing on Inauguration Day, Tuesday, Jan. 20, 2009.

"During this historic occasion, DISH Network subscribers have access to the inaugural events from the Opening Celebration featuring some of the world's top performers to coverage from the nation's most trusted news sources," said Michael Kelly, executive vice president for DISH Network. "DISH Network continues to provide customers with many options to enjoy their subscriptions so they do not miss out on some of the moments that matter the most."

On Jan. 18, HBO will exclusively broadcast the inaugural celebration and make it available to all pay-TV subscribers. DISH Network will provide live coverage of the event on HBO's SD and HD channels 300 and 303 beginning at 2:30 p.m. ET/ 11:30 a.m. PT. with rebroadcasts at 7 p.m. ET on Ch. 300 and 7 p.m. PT on Ch. 303. HBO Latino subscribers will see the live broadcast beginning at 2:30 p.m. ET and the rebroadcast at 7 p.m. ET on Ch. 309\*. The celebration will showcase musical performances by: Beyonce, Bono, Herbie Hancock, John Legend, Shakira, Bruce Springsteen, James Taylor, Stevie Wonder and many more. Also speaking will be Jamie Foxx, Martin Luther King III, Queen Latifa and Denzel Washington.

On Inauguration Day, DISH Network will offer unmatched coverage beginning at midnight ET on Jan. 20, 2009 and ending at midnight ET Jan. 21 on DishHOME Channel 100. Subscribers may tune into Ch. 100 to watch the mosaic featuring the following six networks: FOX News Channel (Ch. 205), CNN (Ch. 200), MSNBC (Ch. 209), CNN Headline News (Ch. 202), CSPAN (Ch. 210) and CSPN2 (Ch. 212).

For more information about DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

\*Due to geographic restrictions some customers will not be able to view this event.

## About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.78 million satellite TV customers as of Sept. 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP(R)722 HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most

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International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474) for more information.

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