

# DISH Network to Integrate INVIDI Technologies for Addressable Television Advertising

## ***DISH Network to Deliver Relevant and Targeted Advertisements***

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital television leader, today announced an agreement with INVIDI Technologies to use INVIDI's Advatar(TM) technology to deliver addressable, targeted national and local television advertising. Many of DISH Network's advanced receivers support targeted advertising delivery, dynamic commercial insertion, and reporting on broadcast television and national programming networks.

DISH Network will be among the first pay-TV providers utilizing INVIDI's technology to sell addressable and targeted advertising according to specific household viewer geographic and demographic and other pre-determined viewer metrics. This revolutionary form of advertising is efficient, measurable and accountable to the advertiser while providing precise reach, frequency and separation of the commercial assets. INVIDI's system complies with all privacy laws and the company's privacy policy. Traditional satellite broadcast delivery is currently limited to all homes receiving the same commercials. DISH Network viewers will benefit from this new technology through the increased relevance of the advertisements they receive.

"We are at the beginning of the targeted advertising era, so the combination of INVIDI's technology with DISH Network's national distribution base is a great platform for national advertisers to reach their target audience with great precision and efficiency," said Irwin Gotlieb, Global CEO for GroupM.

"DISH Network is focused on delivering relevant and measurable ads to the advertising community and continually looks for technological innovation that will deliver advertisers the best possible value," said Michael Kelly, executive vice president for DISH Network. DISH Networks national footprint, set top box data and INVIDI Advatar(TM) technology will provide us with the ability to target any geographic or demographic footprint advertisers are interested in reaching to deliver their message with measurement and accountability."

"We are tremendously excited about our new agreement with DISH Network," said Dave Downey, CEO of INVIDI Technologies. "The ability to reach DISH Network's national audience using our technology allows us to offer advertisers the best and most effective message delivery platform in the business."

In December 2007, GroupM, a WPP company, invested in INVIDI Technologies Corporation recognizing INVIDI's industry leadership position as inventors, software developers and patent holders of demographically-based targeted advertising technologies. GroupM intends to support and pioneer the use of this technology with INVIDI's multi-channel video program distributors (MVPDs).

## **About INVIDI Technologies Corporation**

Founded in 2000, INVIDI Technologies Corporation is the world's leading targeted media solutions

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company. Our vision and expertise in building smart advertising systems creates substantial monetary value for the cable, satellite and advertising industries. Today, INVIDI provides cable and satellite operators the opportunity to optimize advertising revenue by positioning themselves as the most comprehensive source of targeted advertising. Tomorrow our innovations in content delivery solutions and intellectual property development in targeted demographic media will be the foundation for our platform expansion and migration to Wireless, the Internet and beyond. Digital technology has revolutionized media and INVIDI is making targeted advertising, more effective and more relevant than ever before.

Visit <http://www.invidi.com>.

## About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 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 ViP722(R) 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 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 <http://www.dishnetwork.com/about> or call 1-800-333-DISH (3474) for more information.

## About GroupM

GroupM is the leading global media investment management operation with more than \$60 billion in worldwide billings, according to RECMA. The company currently has a more than 30 percent share of global network business and operates 402 offices in 81 countries with a worldwide staff of more than 14,000. GroupM serves as the parent company to WPP media agencies including MAXUS, MediaCom, Mediaedge:cia and MindShare. Our primary purpose is to maximize the performance of WPP's media communications agencies on behalf of our clients, our shareholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions. The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring competitive advantage to our clients and our companies.

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