

DISH Network Expands Local High Definition Markets

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DISH Network Corporation (NASDAQ: DISH), the nation's third largest pay-TV provider and the digital transition leader, today announced the addition of high definition local channels in five markets: Florence – Myrtle Beach, S.C.; Fort Myers – Naples, Fla.; Greenville – New Bern – Washington, N.C.; Madison, Wis.; and Wilkes Barre – Scranton, Pa. DISH Network® now offers local channels in 70 markets reaching 71 percent of U.S. TV households.

Consumers can sign up for the best high definition programming and service in the industry with DISH Network's new TurboHD programming packages, the only all-HD packages on the market, starting at \$24.99 per month. TurboHD is available in three separate tiers and includes special "turbo-charged" features and benefits such as DISH Network's award-winning and industry-leading technology, the highest quality HD available including 1080p resolution where available, and the most-watched HD channels that may be viewed on any TV -- analog, digital or high definition.

Current DISH Network customers looking to add the industry's best high definition experience can get a "turbo-charged" HD package for as little as \$10 more per month.

For more information about DISH Network's 1080p programming, new HD channels and TurboHD system and packages, visit www.dishnetwork.com or call 1-800-333-DISH (3474).

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™ 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 www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

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