

DISH Network and Sony Pictures Television Reach Agreement to Offer Video On Demand

Extends Agreement to Offer Pay-Per-View Content

DISH Network Corporation, (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital transition leader, today announced an agreement with Sony Pictures Television to carry the studio's movies and other programming content on its Video On Demand platform, DISH On Demand, as well as through its DISH Network Pay-Per-View services. The agreement covers both standard definition and high definition (HD) content.

"DISH Network continues to enhance our ability to provide cost-effective, convenient platforms for our subscribers to enjoy the best HD and SD content in the industry," said Andy Karofsky, vice president of Programming for DISH Network. "With the increased interest in On Demand and Pay-Per-View services, we are pleased to reach an agreement with Sony Entertainment to provide more programming to our subscribers."

DISH Network's Pay-Per-View service offers a variety of movies, events and sports -- available to subscribers whenever their schedules permit. DISH Network customers can access DISH Network Pay-Per-View through DISH Network Ch. 500, which provides a complete listing of programming availability and channel locations.

DISH Network subscribers will need a digital video recorder to access DISH On Demand. The service is easily accessible by pressing the "DVR" button on a DISH Network remote control or by selecting the Entertainment section of DishHOME (Ch. 100). Some DISH On Demand titles are available on the same day they are released on DVD.

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 <http://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

“With the increased interest in On Demand and Pay-Per-View services, we are pleased to reach an agreement with Sony Entertainment to provide more programming to our subscribers.”

including the ViP722(TM) 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/aboutus> or call 1-800-333-DISH (3474) for more information.

Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com
