

DISH Network Teams With NBC Universal on Record Number of Viewers for Enhanced Interactive Coverage Of 2008 Beijing Olympic Games

NBC's Enhanced Olympic Games Features Developed by Ensequence and Available Via DISH Network Reach Historic Levels

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital transition leader, today announced that NBC Universal's coverage of the 2008 Beijing Olympic Games were watched by more than 41 percent of DISH Network subscribers through its interactive television (iTV) services. DISH Network partnered with NBCU and Ensequence, the interactive TV company, to develop and host a variety of NBC Olympics interactive programming and advertisements tied to NBCU's coverage of the 2008 Beijing Olympic Games.

"Our data shows that DISH Network subscribers are embracing our interactive applications in growing numbers, finding new ways to follow and enjoy their favorite programming, including NBCU's coverage of the 2008 Beijing Olympic Games," said Michael Kelly, executive vice president for DISH Network. "Results from the interactive features surrounding the Olympic Games on the networks of NBCU show that 41 percent of our subscriber base utilized the service, demonstrating that iTV is a powerful tool for programmers and advertisers alike to reach out to a target audience and collect data on viewing trends."

"The enormous success of the NBC Olympics iTV applications on the DISH Network platform is a testament to both the foresight of DISH Network to offer its customers an immersive one-screen experience and to the vast opportunities provided to the Olympic fan and the Olympic advertiser through the multi-dimensional partnership with NBC Universal," said Gary Zenkel, President, NBC Olympics.

NBC Universal's Beijing Olympic coverage was viewed by more Americans than any event in U.S. television history, according to data provided by Nielsen Media Research. NBCU's coverage reached 214 million total viewers, shattering the previous mark set by the 1996 Atlanta Olympics (209M) by five million viewers and surpassing the 2004 Athens Games (203M) by 11 million viewers. The Beijing Games averaged 27.7 million viewers and scored a 17-day rating of 16.2/28 to post significant gains over the 2004 Athens Games.

DISH Network's iTV service, located on DISH Network Ch. 100, features DishHOME, a six channel mosaic on one screen along with interactive advertisements (iAds) and more than 25 interactive applications. During NBCU's coverage of the 2008 Beijing Olympic Games, the DishHOME Mosaic aired on six NBCU channels at the same time: CNBC, MSNBC, Oxygen, USA Network and two Olympic highlight channels. DISH Network's iTV mosaic had more than 40 million views and averaged more than 1.5 million visitors per day during NBCU's 2008 Beijing Olympic Games coverage, including more than 200 million minutes of content viewed interactively.

“With interactive TV, our customers NBCU and DISH Network are enhancing their programming and advertising in powerful and effective ways, engaging viewers in a two-way dialogue, and increasing their advertising revenue- while also enjoying the same level of in-depth metrics and reporting they've come to expect from the web.”

Ensequence, working with NBCU, built the "NBC Olympics Showcase," a separate interactive TV experience, which highlighted a variety of NBC Olympics' content on the 2008 Beijing Games. NBC Olympics Showcase was located on DishHOME and accessible within programming on CNBC, MSNBC, USA Network and Oxygen. NBCU and DISH Network inserted interactive triggers embedded within the CNBC, MSNBC and USA Network broadcasts, driving them to the interactive application. DISH Network subscribers were able to access top stories, athlete profiles, daily video highlights, country medal counts, featured sponsors' information, Olympic TV listings, a Team USA report, and Beijing event venues with a single press of their remote control.

"Viewers are ready for interactive television and the results we've seen from NBCU's 2008 Summer Olympics interactive TV experience have been nothing less than phenomenal, if not record breaking," said Peter Low, Ensequence President and COO. "With interactive TV, our customers NBCU and DISH Network are enhancing their programming and advertising in powerful and effective ways, engaging viewers in a two-way dialogue, and increasing their advertising revenue-while also enjoying the same level of in-depth metrics and reporting they've come to expect from the web."

DISH Network offers the most comprehensive iTV service in the U.S., with more than 13 million iTV enabled set-top boxes and an interactive menu that includes a variety of virtual and enhanced channels.

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(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.

About Ensequence

Ensequence, the interactive television company, is changing the future of television. Ensequence partners with the world's most innovative programmers, advertisers and distributors to create the most sophisticated interactive television experiences and deliver these experiences across the widest range of platforms -- including television, broadband, mobile devices and Blu-ray Discs. The combination of their award-winning software suites and professional services makes it possible to dynamically build and quickly deploy highly targeted interactive television content and easily measure results with near real-time, web-like performance metrics. Ensequence clients include: MTV Networks, NBC Universal, ESPN, The Walt Disney Company, Major League Baseball Advanced Media, QVC, HSN, Nike, Ford Motor Company, Hewlett-Packard, DIRECTV, DISH Network and British Sky Broadcasting. To experience the future of television, visit <http://www.ensequence.com>.

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