

DISH Network and Azteca América Launch 24-Hour Pay-Per-View Feed Of 'La Academia Última Generación De México' On Channel 826

Azteca América and DISH Network Corporation (NASDAQ: DISH) jointly announce the launch of a 24-hour Pay-Per-View feed of the popular reality singing show *La Academia Última Generación de México*, offering DISH Network subscribers the most comprehensive coverage of the show.

DISH Network is the only U.S. pay-TV provider that offers subscribers the unique opportunity to watch and enjoy what happens inside the program's 'reality home' 24 hours per day, seven days a week, and experience the stories behind the reality: the flirtations, seductions, outright jealousies and blind ambition of the contestants.

This feed adds to the popular *La Academia Última Generación de México* property which includes *Los Conciertos* every Sunday night at 8 p.m. Eastern/7 p.m. Central/7 p.m. Pacific time on Azteca América, and *Camino a la Fama* Monday through Friday at 8 p.m. Eastern/7 p.m. Central/7 p.m. Pacific time.

"This is the third season we have partnered with Azteca America to offer more of *La Academia* to our subscribers because DISH Network recognizes the value of the show to our Latino customers," said Eric Sahl, senior vice president of Programming for DISH Network. "Our customers have asked for more access to behind-the-scenes drama, and we're giving it to them."

"*La Academia Última Generación de México* is one of our network's signature and most important properties," said Adrian Steckel, CEO of Azteca América. "Not only is it a reality show, but also it has been the launching pad for numerous top Mexican stars like Yuridia, Yahir and Erasmo. This 24-hour feed allows a deeper connection for fans to watch their favorite contestants build their musical careers."

La Academia fans who crave more than what they see on Azteca America Channel 825 can purchase the package to watch the continuous 24-hour feed on DISH Network Ch. 826 for only \$14.99 for the season. For more information about DISH Network's Latino programming offerings, visit www.dishnetwork.com/espanol or call 1-800-DISH-PPV. Visit: www.laacademia.us.

About Azteca América

Azteca América is the alternative choice in broadcast television for Spanish speaking families residing in the United States. As the fastest-growing Hispanic network, Azteca América now reaches 89% of the Hispanic households in the U.S., operating in sixty four markets nationwide. Azteca América can also be seen on DIRECTV Más Channel 441 (AZA 441). Wholly owned by Mexican broadcaster TV Azteca, S.A. de C.V, Azteca América has access to the best programming from TV Azteca's three national networks including a library with over 200,000 hours of original programming and news from local bureaus in 32 Mexican states. The network complements Mexican programming with an innovative line-up of shows from international producers and distributors to ensure the finest programming to Spanish speaking viewers and unique advertising solutions to partners seeking to reach the most dynamic market in the country.

About DISH Network

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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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