

# Industry Favorite DTVPal Digital-to-Analog Converter Boxes From DISH Network Now Available

## *CNET's Top Choice for Digital Converter Boxes*

DISH Network Corporation (Nasdaq: DISH), the digital transition leader, today announced that its DTVPal(TM) digital-to-analog converter box is available for purchase nationwide at <http://www.dtvpal.com> or by calling 1-888-638-9912.

The DTVPal qualifies for the National Telecommunications and Information Administration's TV Converter Box Coupon Program; coupons may be ordered by visiting <http://www.dtv2009.gov>. Consumers can purchase the converter box for \$19.99 after the \$40 government coupon is applied; MSRP for the DTVPal is \$59.99.

The DTVPal by DISH Network was deemed a "top choice" by CNET, and is the only converter box that comes with a nationwide customer care and service network to facilitate installation, including knowledgeable, multilingual agents and technicians trained in the digital transition.

"The DTVPal is supported by a trusted and respected national brand - DISH Network - and is without question one of the best and most affordable converter boxes on the market today," said Tom Stingley, executive vice president of Sales and Distribution for DISH Network. "As a leader in all-digital television for more than 12 years, we understand the benefits of digital TV, and we are committed to providing solutions for consumers affected by the upcoming transition so they may continue to enjoy their favorite TV programming."

The feature-rich DTVPal is one way for consumers to experience DISH Network's industry-leading and award-winning technology at an attractive price. The DTVPal is only one of a few converter boxes that includes a unique analog pass-through feature, which means it can take both analog and digital signals -- ideal for all consumers, as many stations are low-power and are not required to switch to digital broadcasts by 2009.

Additional components include an easy-to-follow setup wizard, a best in class\* electronic program guide with up to seven days of program listings, parental controls, program search, auto tune timers for program recording on a connected VCR, closed caption support, a remote control, and signal strength screen pop-ups that can troubleshoot lost signals.

Consumers can also prepare for the digital transition by subscribing to pay television. DISH Network offers the best value in entertainment with the lowest all-digital price every day, along with unmatched technology and award-winning customer service that has surpassed major cable TV providers for the past eight years. For as little as \$19.99 per month (additional \$5 for local channels), DISH Network customers can subscribe to the DishFAMILY package and receive over 40 popular channels, plus free installation and activation.

For more information about DISH Network, visit <http://www.dishnetwork.com> or call 1-800-333-DISH (3474). To learn more about the DTVPal or to order a converter box, visit <http://www.dtvpal.com> or call 1-888-638-9912.

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## About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides more than 13.815 million satellite TV customers 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.

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