

DISH Network Charges Forward With Another Round of National HD Channel Launches

Satellite Provider Remains On Schedule to Reach Year-End Goal of 100 National HD Channels

DISH Network Corporation (Nasdaq:DISH), today announced plans to bolster its rapidly expanding HD programming with the launch of an additional 22 national HD channels beginning Monday, May 12. These additions include:

- ABC Family HD (ch. 180)
- Biography HD (ch. 119)
- Bravo HD (ch. 129)
- Cartoon HD (ch. 176)
- Cinemax 5 Star (ch. 381)
- Cinemax HD West (ch. 380)
- Comcast Sports Network Bay Area HD (ch. 419)
- Comcast Sports Network New England HD (ch. 435)
- CNBC HD (ch. 208)
- CNN HD (ch. 200)
- Disney HD East (ch. 172)
- ESPN News HD (ch. 142)
- Hallmark Movie Channel HD (ch. 187)
- MGM HD (ch. 385)
- Sci Fi HD (ch. 122)
- Smithsonian HD (ch. 374)
- Tennis Channel HD (ch. 400)
- Toon Disney HD (ch. 174)
- Travel Channel (ch. 215)
- USA HD (ch. 105)
- Weather Channel HD (214)
- World Fishing Network (ch. 396)

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“We are excited to extend our competitiveness in HD by enhancing our already comprehensive HD lineup with these 22 channels, bringing our total HD lineup to over 95 channels,” said Eric Sahl, senior vice president of Programming for DISH Network. “These launches, along with other recent additions such as the New England Sports Network (NESN) HD, reinforce our commitment to offer the best in entertainment.”

DISH Network offers new customers the opportunity to upgrade for free to a dishHD DVR receiver like the ViP722(tm) -- which recently received the top-ranking Editors' Choice awards from both CNET and PC Magazine. The ViP722 is a dual-tuner HD DVR that operates two televisions in separate rooms. The ViP722 can record up to 55 hours of HD and up to 350 hours of standard definition and allows customers to pause, rewind and fast forward their favorite TV programming.

“Our HD services include innovative packages that are aggressively priced,” said Jessica Insalaco, senior vice president and Chief Marketing Officer for DISH Network. “That combined with our award-winning HD and DVR technology make DISH Network the clear choice for customers seeking the best value and quality in HD today.”

Qualified new DISH Network customers who sign up with a 24-month commitment will also receive three months of free programming (a \$120 value), a free dishDVR like the ViP722 and free installation (a \$49.99

value). For more information on DISH Network, visit www.dishnetwork.com or call 1-800-333-DISH (3474).

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.78 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), 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.

Contact:

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