

DISH Network Announces New Suite of Digital Media Solutions

DISH Network to Leverage Direct-to-Home and Direct-to-Business Delivery and Stratacache Software to Build DISH Digital Media Services

DISH Network(r) Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider, today announced that it is extending its business solutions services to provide digital signage platforms for clients to address a variety of communications needs. DISH Digital Media Services, which includes DISH DIGITAL SIGNS and DISH EzSIGNS, combines DISH Network's fleet of satellites, national installation network, uplink centers and teleport fiber POPs nationwide to provide commercial and private businesses with live and stored digital communications content.

"We are excited to announce the evolution of our business operations to include a variety of digital signage solutions," said Jerry Grasmick, vice president of sales for DISH Network's business-to-business service. "With the assistance of Stratacache's Activia and Omnicast software, we are one of the few companies with the infrastructure in place to serve as a full-service provider to create new ways for our clients to communicate and advertise with their colleagues and customers."

DISH Digital Media Services allows retail clients to generate important advertising and branding messages to consumers while they wait in line, at point-of-purchase locations, in large office settings and more. Additionally, corporate clients may benefit by utilizing these services to update employees on key messages such as daily morning meetings, human resources training, or other important internal communications.

DISH Network, the leader in digital television, will utilize its current system of 24-hour operations and uplink distribution centers to support DISH Digital Media Services and its private and commercial clients.

For more information on DISH DIGITAL SIGNS, DISH EzSIGNS and overall DISH Digital Media Services, please visit www.dishbusiness.com or contact Jerry Grasmick, vice president of DISH Network Business-to-Business Services at (303) 723-2190.

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.

“With the assistance of Stratacache's Activia and Omnicast software, we are one of the few companies with the infrastructure in place to serve as a full-service provider to create new ways for our clients to communicate and advertise with their colleagues and customers.”

Contact:

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