

DISH Network Introduces Exclusive Fantasy Football Games

Compete in the DISH Network Gridiron Games and Win Over \$70,000

With NFL preseason in full swing, DISH Network is giving football fans a reason to get in on the action with the DISH Network Gridiron Games. Available for free to all DISH Network customers, the Gridiron Games offer both first-time and experienced fantasy football enthusiasts the chance to win weekly cash prizes – plus year-long bragging rights – during the 2010 NFL season.

The DISH Network Gridiron Games include two exclusive fantasy football competitions: DISH Network Team Pick'em and SnapDraft on DISH Network. The casual football fan will enjoy DISH Network Team Pick'em, where participants pick the winner of every NFL game each week. SnapDraft on DISH Network allows diehard football fans to draft new teams every week utilizing a salary cap. Both games are powered by Fanball, a leading provider of fantasy sports products and contests.

Every week during the season, DISH Network will award \$500 to the player with the most points in each competition. At the end of the 2010 NFL season, the winners of both games will each receive \$20,000; players in second and third places will each receive \$5,000 and \$2,500, respectively.

For more information or to play SnapDraft on DISH Network or DISH Network Team Pick'em, visit www.dish.com/Gridiron.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), provides more than 14.3 million satellite TV customers, as of June 30, 2010, with the highest quality programming and technology at the best value, including HD Free for Life. Subscribers enjoy the most national HD channels, the most HD local coverage in the U.S., the most international channels, and award-winning HD and DVR technology including the ViP 922, the world's only DVR with built-in Sling functionality. DISH Network is first in Customer Satisfaction among all cable and satellite providers according to the 2010 American Customer Satisfaction Index survey results for the U.S. largest cable and satellite TV providers. DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit www.dish.com.

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