

# Univision Partners with DISH Network on National Interactive "Request for Information" Advertising Product

Univision Communications Inc., the leading Spanish-language media company in the country, and DISH Network L.L.C., the nation's fastest growing pay-TV provider, today announced an agreement to offer interactive trigger capabilities to Univision's national broadcast TV network.

DISH Network® subscribers who have a Digital Video Recorder (DVR) will be able to use their remote to request more information from Univision's advertisers as well as receive coupons or free samples. Univision will now offer advertisers spots with interactive triggers as a way to enhance national campaigns delivered through DISH Network's satellite service. The interactive applications allow viewers to select an overlay displayed during a commercial that will take them to a page to obtain more information about an advertiser's product or service. Univision will also be able to provide advertisers with campaign reports about viewer participation in DISH Network's interactive households.

"This partnership will offer our advertisers the opportunity to interact with the U.S. Hispanic consumer in a relevant and more engaging environment that consumers control," said David Lawenda, president, Advertising Sales & Marketing, Univision Communications Inc. "Univision has always been at the forefront of providing advertisers the strongest methods of reaching the U.S. Hispanic consumer. This partnership with DISH Network demonstrates our commitment to adopting the latest advertising technologies."

"This agreement allows Univision's National Ad Sales team to enhance its ad inventory and generate sales leads for advertisers by leveraging DISH Network's cutting-edge interactive TV platform," said Michael Finn, vice president, Advertising Sales, DISH Network. "As advertisers become more focused on ROI in television, a network like Univision now has an innovative tool that can provide the powerful reach and results its advertisers value."

## About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides more than 14.1 million satellite TV customers, as of Dec. 31, 2009, with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP® 722 HD DVR, a CNET and PC Magazine "Editors' Choice." DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com), follow on Twitter, ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork). For more information about DISH Network's advertising solutions, visit [www.dishmediasales.com](http://www.dishmediasales.com).

## About Univision Communications Inc.

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Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces telenovelas, reality shows, dramatic series and other programming formats for all of the Company's platforms; Univision Television Group, which owns and operates 63 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Interactive Media, which includes [www.univision.com](http://www.univision.com), the premier Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

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