

GPunjab-Newstime Debuts Nationwide Exclusively on DISH Network

DISH Network L.L.C., the leader in international programming, today introduced GPunjab-Newstime, a top-rated Punjabi channel from India. The channel is available exclusively in the U.S. to DISH Network customers.

GPunjab-Newstime, located on DISH Network Ch. 621, is one of the first and only channels that broadcasts news from Punjab, India, as well as news from local Punjabi communities in North America, for the Punjabi diaspora in the U.S. The channel features news updates by the hour, including news, entertainment and sports, plus popular programs such as "The Sidhu Show," "The North American News," "Punjabi Diaspora" and "The Entertainment News."

"No one offers more Punjabi programming options than DISH Network," said Chris Kuelling, vice president of International Programming for DISH Network. "With the addition of GPunjab-Newstime, we continue to assert ourselves as the pay-TV leader in international programming with the most options - including the most exclusive international content - available at the best value for our international customers."

"This news channel will fulfill the innate desire of Punjabis to know more about their community," said Jaspal Shetra the CEO of GPunjab TV.

GPunjab-Newstime is available to DISH Network customers for \$19.99 per month as part of the Punjabi Pack, which includes Alpha Etc Punjabi, Jus Punjabi TV, Pubjabi TV, Jus One and MH1.

About DISH Network

DISH Network L.L.C., the nation's leader in international programming, provides more than 185 ethnic channels in 28 languages - more than any other pay-TV provider. DISH Network customers have access to hundreds of

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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." To learn more about DISH Network's international programming or to order GPunjab-Newstime, call 1-888-242-2276 or visit www.dishnetwork.com/international.

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