

# DISH Network Launches Centroamerica TV into DishLATINO Packages

## *Announces Sponsorship of La Liga Game of the Week*

DISH Network L.L.C., the U.S. leader in Spanish-language programming, today announced the launch of Centroamerica TV, a channel delivering original programming and top-rated soccer content directly from Central America. In addition, DISH Network is sponsoring Centroamerica TV's La Liga (Spanish soccer league) game of the week, airing every Sunday at 8 p.m. ET.

Centroamerica TV is available exclusively via satellite and is located on DISH Network Ch. 832 at no extra charge to subscribers of DishLATINO Clasico and above programming packages. The channel was created to provide Central Americans living in the U.S. with a strong connection to their home countries through informative and entertaining programming such as "Viva la Manana" from Guatemala, "Hola El Salvador," "Noticias 12" from Nicaragua and "Telenoticias" from Costa Rica. The channel also features live soccer games every week and sports highlight programs such as "El Pizarron Deportivo" from El Salvador, "Resumen Deportivo" from Costa Rica and "Gol a Gol," a detailed review of the week's highlights from La Liga.

"DISH Network is the leader in Spanish-language programming because we continue to bring new and exciting programming like Centroamerica TV to the wide variety of Latino communities in the U.S.," said Dave Shull, senior vice president of Programming for DISH Network. "We are very pleased that the millions of Central Americans who live in the U.S. now have access to Centroamerica TV at

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a value unmatched by any other pay-TV provider in the country."

"We continue with our commitment to serve the Central American community in the U.S., and we are thrilled Centroamerica TV is now available through DISH Network's DishLATINO suite of packages," said Antonio Briceno, general manager for Centroamerica TV and vice president of Distribution and Channels for Imagina U.S. "This reaffirms our standing as the leading channel for Central Americans living in this country."

For more information on how to subscribe to any of DISH Network's Spanish-language programming packages, visit [www.dishlatino.com](http://www.dishlatino.com) or call 1-888-641-3052.

### **About DISH Network**

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), provides more than 14 million satellite TV customers, as of Dec. 10, 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(R) 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 250 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com), follow on Twitter, @dishnetwork ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork).

### **About Centroamerica TV**

Centroamerica TV is operated by Media World, a company belonging to the audiovisual production group, Imagina U.S. Media World has an extensive and successful track record in launching television channels, with direct access to an outstanding programming team and infrastructure with the latest technology. For more information on Centroamerica TV visit our website: [www.centroamericatv.tv](http://www.centroamericatv.tv).

### **About Imagina US**

Imagina U.S. is operated through its subsidiaries Promofilm, dedicated to the production of content and TV formats, and MediaWorld, a division focused on the development and distribution of thematic channels, exploitation of TV rights and technical services in the audiovisual field. For more information please visit: [www.imaginaus.com](http://www.imaginaus.com).

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