

# DISH Network First Satellite TV Provider to Introduce Local Channels in Alexandria, La.

DISH Network Corporation (Nasdaq: DISH):

**WHAT:** DISH Network® today announced it is the first satellite TV provider to introduce standard definition (SD) local channels in Alexandria, La. Channels include KLAX (ABC) Ch. 31, KALBD (CBS) Ch. 35, KALB (NBC) Ch.5, WNTZ (FOX) Ch. 48, KBCA (CW) Ch. 41 and KLPA (PBC) Ch. 26.

**WHERE:** Alexandria, La.

**WHEN:** Standard definition local channels become available to DISH Network subscribers at approximately 7 p.m. EST on Aug. 19, 2009.

**WHY:** No one offers local channels in more markets than DISH Network; currently DISH Network provides local channels in 182 markets covering more than 97 percent of U.S. TV households.

**HOW:** DISH Network customers in Alexandria can subscribe to their local channels for an additional \$5 per month the morning after the channels have launched. For more information about DISH Network's local channel offerings, please visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

## About DISH Network

DISH Network L.L.C., the nation's HD leader, provides approximately 13.610 million satellite TV customers as of June 30, 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." Visit [www.dishnetwork.com](http://www.dishnetwork.com).

## Contact:

DISH Network  
Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

---