DISH Network Premieres Interactive Television Experience for New History Series BATTLES BC

DISH Network iTV Platform Launches HISTORY Interactive Which Provides Viewers With Interactivity 24/7; Content-Synchronized Quizzes, Games & Photo Gallery to Test Audiences' Knowledge of Historical Events

Today, DISH Network®announced the launch of HISTORY™ Interactive, an enhanced 24/7 interactive television (iTV) experience. Produced exclusively by DISH Network and developed by HISTORY and Ensequence, HISTORY Interactive offers a range of features including history factoids, daily questions related to HISTORY's programming content, and the ability to set DVR timers and recorders for upcoming HISTORY shows. With help from Ensequence, the interactive experience will also be integrated into HISTORY's new TV series BATTLES BC, which premieres on Monday, March 9 at 9:00 p.m. ET/PT. DISH Network subscribers must have an OpenTV-enabled receiver to use the iTV application.

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BATTLES BC uses a stunning graphic style comparable to "300," the hit feature film, to show leaders from the ancient world in some of the greatest conflicts in history. The series brings to life the strategies, tactics and weapons used by commanders such as Hannibal, Moses, Alexander and David, and also exposes the truths and myths behind the ancient world of epic heroes and villains. DISH Network and HISTORY, along with Ensequence, partnered to create interactive experiences for the new BATTLES BC program. Throughout each episode, viewers' knowledge of the battle strategies that shaped ancient history will be tested. Using a DISH Network remote control, HISTORY viewers will be able to access information, review the biographies and credentials of on-camera historical experts, and view a gallery of images highlighting the production aspects of the program series. In addition, a game synchronized to the content of each episode allows viewers to play along -- testing their knowledge of strategic choices made during history's greatest battles.

"DISH Network continues to enhance its iTV platform, and the addition of HISTORY Interactive and BATTLES BC will provide new and engaging experiences for our subscribers," said Michael Kelly, executive vice president for DISH Network. "As interactive television applications and sponsorship opportunities merge, we will also find new ways to deliver more targeted results for our clients."

"The BATTLES BC and 24/7 interactive experience gives HISTORY new ways to engage audiences, and provides both the network and its sponsors unprecedented insight into consumer engagement and viewing behavior," said Mark Garner, senior vice president, distribution marketing and business development, A&E Television Networks (AETN). "As the entire media industry continues to evolve, HISTORY continues to be in the forefront of new and developing applications that will benefit both our viewers and distribution partners."

"Ensequence is proud to partner with HISTORY and DISH Network to create this unique interactive television experience," said Dalen Harrison, CEO of Ensequence. "It's exciting to see how leading programmers like HISTORY are using interactive television to transform their premiere programming into totally immersive interactive experiences that engage television viewers like never before. Television viewers expect interactivity when it comes to entertainment, and HISTORY's BATTLES BC fully delivers on that expectation."

About DISH Network

DISH Network Corporation (NASDAQ: DISH) provides approximately 13.678 million satellite TV customers

as of Dec. 31, 2008 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 international channels in the U.S., state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the DuoDVRTM ViP® 722 DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit www.dishnetwork.com.

About HISTORY

HISTORY™ and HISTORY HD™ are the leading destinations for revealing, award-winning original non-fiction series and event-driven specials that connect history with viewers in an informative, immersive and entertaining manner across multiple platforms. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture. Among the network's program offerings are hit series such as Ax Men, Battle 360, The Universe, Cities of The Underworld and Ice Road Truckers, as well as acclaimed specials including 102 Minutes That Changed America, King, Life After People, 1968 with Tom Brokaw, Nostradamus:2012 and Star Wars: The Legacy Revealed. HISTORY has earned four Peabody Awards, four Primetime Emmy® Awards, 12 News & Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History®campaign dedicated to historic preservation and history education. Take a Veteran to School Day is the network's latest initiative connecting America's schools and communities with veterans from all wars. The HISTORY web site, located at www.history.com, is the definitive historical online source that delivers entertaining and informative content featuring broadband video, interactive timelines, maps, games, podcasts and more.

About Ensequence

Ensequence, the interactive television company, is making TV new again. Ensequence delivers the reach and branding power of television with the engagement and measurability of the Internet. The company partners with the world's leading programmers, advertisers and distributors to create interactive television experiences that can be delivered across a wide range of platforms - including cable and satellite television, broadband, mobile devices and Blu-ray Discs. The company's award-winning software and professional services enable its clients to quickly build and deploy a high volume of sophisticated and robust interactive television experiences. Ensequence software and services also enable its clients to maximize return on investment by measuring viewer behavior and engagement.

Ensequence clients include: MTV Networks, NBC Universal, ESPN, The Walt Disney Company, Major League Baseball Advanced Media, QVC UK, HSN, Nike, Ford Motor Company, Hewlett-Packard, Comcast Corporation, DIRECTV, Time Warner, DISH Network, Verizon Communications and British Sky Broadcasting. To experience the future of television, visit www.ensequence.com.

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