

# DISH Network Announces Winners of 8th Annual Interactive Television Awards

## *Awards Honor Top Programmers and Developers for DISH Network Interactive Services*

Last night, DISH Network(R) announced the winners of its 2009 Interactive Television Summit Awards, which celebrates some of the best programmers and developers in the interactive television (iTV) industry. iTV Summit brings together interactive developers to learn and discuss collaborative opportunities within the next-generation platform.

DISH Network's iTV service hosts a series of applications including DishGAMES, DISH Network's six channel mosaic, and other unique features like Papa John's store proximity locator. DISH Network also uses the service to host interactive advertisements (iAds) which allow viewers to activate triggers which lead to specialized content such as information pages, discount coupons and long form advertising channels.

"This was a remarkable year for iTV and our annual Summit serves as an excellent way to celebrate our successes and discuss new opportunities," said Scott Higgins, director of iTV for DISH Network. "Whether it's growing our Ad Sales unit, launching targeted interactive marketing campaigns for our clients or adding new, innovative games and services to our platform, iTV continues to expand at an amazing rate."

This year, DISH Network honored winners in seven categories: BIAP (Developer of the Year and Best New Application), Oberon (Best Game Developer and Best in Marketing), OpenTV (Best New Technology), Brightline (Best iAd) and Ensequence and NBC Universal (Best Special Event).

Some award show highlights include the announcement of Developer of the

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Year, which went to BIAP for producing Dish Decision 2008, an interactive application that offered national and local information about viewers' Federal and state elections. Ensequence and NBC Universal won Best Special Event for developing the 2008 Olympic Games application, which included day-to-day updates on medal counts and athlete bios. More than 41 percent of DISH Network subscribers used the application during the Summer Games.

DISH Network officials will continue with the Summit today, presenting a number of new opportunities for 2009 and beyond. Guest speakers include Mark Jackson, president of EchoStar Technologies; Tom Cullen, executive vice president of corporate development for DISH Network; Michael Kelly, executive vice president of business development for DISH Network;; Ira Bahr, chief marketing officer for DISH Network; and Michael Finn, vice president of Ad Sales for DISH Network; as well as various breakout groups hosted by iTV representatives.

DISH Network's iTV service features more than 30 interactive channels, DishGAMES, DISH Network Channel 100 six-channel mosaic and a variety of games and other features. There are more than 20 million iTV enabled DISH Network set-top boxes in the U.S.

## **About DISH Network**

DISH Network Corporation (Nasdaq: DISH) provides approximately 13.78 million satellite TV customers as of Sept. 30, 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 DuoDVR(TM) ViP(R) 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](http://www.dishnetwork.com).

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