

DISH Network Launches Next-Gen Digital-To-Analog Converter Box: DTVPal Plus

Converter Box Includes Enhanced Digital Tuner Optimized for Weak Signal Areas

DISH Network Corporation (Nasdaq: DISH), the digital transition leader, today announced the availability of the DTVPal(TM) Plus, its next generation digital-to-analog converter box. The DTVPal(TM) Plus offers all the features of the industry favorite DTVPal(TM), plus an enhanced digital tuner for optimizing weak signal areas.

The DTVPal(TM) Plus joins DISH Network's suite of converter boxes that qualify for the National Telecommunications and Information Administration's TV Converter Box Coupon Program; coupons may be ordered by visiting <http://www.dtv2009.gov>. The DTVPal(TM) Plus costs \$29.99 with a government coupon; MSRP is \$69.99*.

"The DTVPal(TM) Plus carries all the popular features of our top-rated DTVPal(TM), plus a tuner that can help consumers living in weak signal areas maximize the number of over-the-air channels they receive," said Tom Stingley, executive vice president of Sales and Distribution for DISH Network. "With the introduction of the DTVPal(TM) Plus, DISH Network truly has solutions for every consumer in the country."

In addition to the enhanced digital tuner, DTVPal(TM) Plus includes a unique analog pass-through feature, which means it can take both analog and digital signals -- ideal for all

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consumers affected by the transition, as many stations are low-power and are not required to switch to digital broadcasts by 2009.

Additional components include an easy-to-follow setup wizard, an electronic program guide with up to seven days of program listings, parental controls, program search, auto tune timers for program recording on a connected VCR, closed caption support, a remote control, and signal strength screen pop-ups that can troubleshoot lost signals.

Consumers can also prepare for the digital transition by subscribing to pay television. DISH Network offers the best value in entertainment with the lowest all-digital price every day, along with unmatched technology and award-winning customer service that has surpassed major cable TV providers for the past eight years. The recently introduced DISH Network American and Latino Welcome Packs feature 20 popular channels for less than \$10 per month. Or for as little as \$19.99 per month (additional \$5 for local channels), DISH Network customers can subscribe to the DishFAMILY package and receive over 40 popular channels, plus free installation and activation.

For more information about DISH Network, visit <http://www.dishnetwork.com> or call 1-800-333-DISH (3474). To learn more about the DTVPal(TM) Plus, or to order a converter box, visit <http://www.dtvpal.com> or call 1-888-638-9912.

*Does not include shipping or taxes

About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP722(TM) HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit <http://www.dishnetwork.com/aboutus> or call 1-800-333-DISH (3474) for more information.

Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com
