

DISH Network to Introduce Five South Asian Channels From ETV Network and Star Group India

Launch Features First and Only Marathi-Language Programming Package in the U.S.

DISH Network L.L.C., the leader in international programming in the United States, today announced the expansion of the nation's largest South Asian television lineup to 77 channels with the launch of ETV Bangla and ETV Telugu and the upcoming launches of ETV Marathi, STAR Majha and ETV Kannada.

ETV Bangla (DISH Network Ch. 590) is available on DISH Network in the United States in both the Bangla Mega Pack for \$29.99 per month or the Prabasi Bengali Pack for \$19.99 per month. The entertainment-focused channel from the West Bengal State of India features drama, non-fiction, reality, devotional, movies and music-based programming 24 hours per day. ETV Bangla also airs children's shows and special events.

ETV Telugu (Ch. 585) is also offered by DISH Network in the United States in the Telugu Pack for \$29.99 per month. The channel offers a wide variety of entertainment programming from the Andra Pradesh State of India, including dramatic series, reality shows, music-based shows, movies and more.

ETV Marathi (Ch. 670) and **Star Majha** (618) will soon join DISH Network's new Maha Package for \$19.99 per month – the only Marathi-language programming package in the United States. ETV Marathi delivers Marathi speakers a schedule of top-rated, in-language shows focused on a variety of different topics including reality, drama, religion, movies, music and children's programming. Star Majha is a premium news channel from the Maharashtra State of India, focused on delivering up-to-the-minute reports on the latest happenings in India and the world.

ETV Kannada (Ch. 905), which will be offered in the Kannada Mega Pack for \$19.99 per month, is a premium Kannada-language entertainment channel from the Karnataka State in India. The 24/7 channel features all things entertainment, from popular TV series, movies and music to children's and reality shows.

"DISH Network offers some of the most-watched programming from India, and the addition of these five channels confirms our position as the undisputed leader in delivering the most South Asian channels and the widest variety of Indian content in the U.S.," said Chris Kuelling, vice president of International Programming for DISH Network.

"Our association with DISH Network will enthrall Indian viewers by giving them the opportunity to enjoy content in their own language that mirrors their region and brings them closer to their culture," said Mr. K. Bapineedu, vice president of Operations of the Hyderabad-based ETV Network. "DISH Network is one of the most popular and well-respected pay-TV brands in the particularly for its carriage of the largest number of South Asian television channels."

"Star Majha, the largest news channel in Maharashtra across all South Asian languages, is now poised to fulfill the needs of the Marathi-speaking population living in the U.S.," said Ashok Venkatramani, CEO of Star Majha. "DISH Network gives us the ability to offer the latest news and happenings to the U.S. Marathi community with speed, transparency and honesty."

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About DISH Network

DISH Network L.L.C., the U.S. leader in international programming, provides more than 200 ethnic channels in 29 languages – more than any other pay-TV provider. To learn more about DISH Network's international programming or to order any of the South Asian programming packages, visit: www.dishnetwork.com/international

About ETV

ETV Network's bouquet of 12 regional channels are source of rich infotainment to audiences in the language of their choice: ETV Telugu, ETV2, ETV Bangla, ETV Marathi, ETV Kannada, ETV Oriya, ETV Gujarati, ETV Urdu, ETV Uttar Pradesh, ETV Rajasthan, ETV Bihar and ETV Madhya Pradesh. ETV-Network channels have been popular because the quality entertainment is provided to viewers in the language of their choice depicting the culture with which they are able to connect. It is this spirit of empathy with individual cultures/languages that has helped ETV to reach millions of viewers. With the same spirit ETV provides digital entertainment to Indians living in U.S.A. with ETV Telugu, ETV Bangla and ETV Gujarati entertainment channels. Telugus, Bengalis, and Gujarati's can access wide variety of entertainment programmes in a language that is close to their heart.

About Star Majha

Star Majha, the leading 24-hour Marathi news channel from India, airs informative programs backed by a highly-trained and passionate team guided by industry stalwarts. Star Majha has a reach higher than all other in-language news channels in the Indian state of Maharashtra. Mirroring the aspirations and distinct socio-political character of the region along with the Marathi spirit, Star Majha has captured the hearts of 12 million Indians. Some of its award-winning, flagship programs include "10 chya Batmya," "Vishesh," and "7 Barachya Batmya." The channel has also been at the forefront in breaking major news stories.

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