

DISH Network Hits It Out of the Park with MLB Network

MLB Network telecasts New York Yankees at Boston Red Sox tonight

DISH Network L.L.C. announced tonight it will launch MLB Network, the 24-hour television network dedicated to baseball. Beginning tonight, MLB Network will be available on channel 153 to customers who subscribe to one of DISH Network's America's Top 200, DISH Latino Dos or MultiSport packages.

"With the pennant races heating up, DISH Network brings our customers wall-to-wall baseball coverage and MLB games in HD on MLB Network," said Dave Shull, senior vice president of Programming for DISH Network. "The addition of MLB Network makes DISH Network the place for fans to follow their favorite teams into the Postseason and keep up with the latest information on all 30 Major League Baseball clubs."

"We are excited to bring MLB Network and our award-winning high definition programming to DISH Network's customers," said Tony Petitti, president and CEO of MLB Network. "We have experienced an incredible year of growth and this partnership is in line with our goal to make MLB Network available as widely as possible."

MLB Network debuts on DISH Network tonight with a game featuring two powerhouse clubs competing for the American League pennant: the New York Yankees against the Boston Red Sox tonight at 7:00 p.m. ET, live from Boston's Fenway Park with legendary sports announcer Bob Costas calling the game alongside former Yankees pitcher and award-winning broadcaster Jim Kaat. (Game subject to local blackout restrictions.)

MLB Network provides unprecedented access to all 30 MLB clubs year-round, with more than 100 live regular season games, over 80 Spring Training Games, original programming, coverage of baseball events, like the National Baseball Hall of Fame Induction Ceremony, and live studio programming, including its Emmy Award-winning signature daily show "MLB Tonight."

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.056 million satellite TV customers, as of June 30, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

About MLB Network

MLB Network is the ultimate television destination for baseball fans, featuring live games, original programming, highlights, and insights and analysis from the best in the business, including Bob Costas, Harold Reynolds, Al Leiter and Peter Gammons. MLB Network debuted on Jan. 1, 2009, as the largest launch in cable television history. MLB Network's programming and production have received six National Sports Emmy Awards and 20 nominations. For more information and to find MLB Network in your area, go

“We are excited to bring MLB Network and our award-winning high definition programming to DISH Network's customers”

to www.mlbnetwork.com.

Contact:

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