

Cleveland Arena to Become Kangaroo Kingdom During MAC Conference Basketball Tournament

Two Kangaroos Are Better Than One As "Hopper" from DISH

There's more than one kangaroo in town for the Mid-American Conference games this week in Cleveland, with DISH Network dispatching its new Hopper mascot to join fans cheering on their favorite teams from Ohio, Illinois, Michigan, and New York who are playing in the 2012 Mid-American Conference Men's and Women's basketball tournament.

During quarterfinals, semifinals, and championship play this week, Hopper from DISH will be rallying fans and encouraging good sportsmanship with fun, interactive contests. Hopper won't be the only furry friend at this tournament, as number one seed Akron is sure to bring Zip, their kangaroo mascot, to Quicken Loans Arena for the college basketball conference championship.

"Since we're only a few days away from the national launch of the Hopper whole-home HD DVR entertainment system from DISH, we thought basketball fans might enjoy some time with our new kangaroo mascot. Hopper will be entertaining fans at games on Thursday, Friday, and Saturday, and we hope the addition of another kangaroo will have roo fans jumping for joy for DISH and pique interest in our new Hopper platform," said Vivek Khemka, vice president of Marketing at DISH Network.

DISH is America's third-largest pay-TV service, with approximately 14 million subscribers.

"The opening round of games on Monday proved challenging to favored teams as two underdogs pulled upsets to get this MAC tournament off to a hopping start. With the best record in regular season play, the Akron Zips are heavily favored to do well in Cleveland – and we thought their kangaroo mascot might like a helping hand from DISH and Hopper," Khemka explained.

After a highly anticipated introduction at the Consumer Electronics Show in January, DISH will soon introduce the Hopper whole-home HD digital video recording (DVR) service that will allow you to record up to 6 live HD channels at one time and store your favorite shows on the Hopper's massive 2 terabyte

hard drive. The Hopper, with the addition of accessory "Joey" set-top receivers, can provide HD channels in up to four rooms. The Hopper gives DISH subscribers full DVR functionality on every Hopper-connected TV, with the ability to record, watch and resume watching in any room of the house.

Hopper's most exclusive feature, Primetime Anytime™, enables viewers to have instant "On Demand" access to favorite broadcast network shows in HD. Once set by the viewer, Primetime Anytime automatically records three hours of primetime programming every night from ABC, CBS, FOX, and NBC in HD and keeps it for eight days, which makes it easy to always have access to your favorite shows without ever setting the DVR.

Including PrimeTime Anytime™, the Hopper can record up to six live HD channels and has four times the HD hard drive storage space of typical cable DVRs. The Hopper whole-home DVR system also includes Blockbuster @Home, which streams favorite movies and TV shows right to your home or your iPad.

During the game, Hopper will be seen mixing with fans and teaming with fellow roo mascot Zip at halftime. The two Kangaroos will race lucky fans in a contest in what is sure to be a hoppin' good time.

"Akron Zip fans know a thing or two about following a Kangaroo into battle. They actually shout 'Fear the 'Roo' during games! But we want all of the MAC tournament fans to get familiar the Hopper from DISH -- another famous 'Roo -- who will be on hand to keep things entertaining," Khemka said.

Kangaroo fans can also enter the Adventures of Hopper contest on Facebook and post photos of "You and the Roo." Visit www.facebook.com/dish for details.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.967 million satellite TV customers, as of Dec. 31, 2011, with the highest quality programming and technology and 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.

Contact:

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