

DISH Launches Four South Indian Channels from SUN TV Network

Adithya TV, Gemini Comedy, Kiran TV and SUN Music now available nationwide on DISH

DISH Network L.L.C. (NASDAQ: DISH), the nation's third largest pay-TV provider, today announced the launch of four more South Indian channels from SUN TV Network. Adithya TV, Gemini Comedy, Kiran TV and SUN Music bolster DISH's rank as the leader in international programming with more than 240 ethnic channels in 29 languages.

"We are a leader in delivering TV channels from across India to those in the U.S. seeking news, music and entertainment from their home country," said Chris Kuelling, vice president of International Programming at DISH. "DISH currently offers 92 South Indian channels, and the launch of additional SUN TV Network programming shows our continued commitment to serve the South Indian community."

With presence in more than 27 countries, SUN TV Network's CEO K. Vijay Kumar said this partnership will allow the company to further expand its reach in the international market.

"Millions of people around the world watch SUN TV Network channels," said Kumar. "DISH dominates the South Indian market in the U.S., and we are thrilled to have the opportunity to bring our content to an even wider audience."

Channel descriptions and DISH programming package availability are listed below.

Adithya TV: A Tamil channel with a lineup of rib-tickling comedy and call-in music request shows. Popular programs include "Anandam Anandame," "Konjam Kapi Niraya Comedy," "Kalakkal Comedy," "Sarigama Padhani," "Vaanga Sirikkalam," "Jokaddi," "Comedy Galata," "Adra Sakka," "Vaivittu Siringa," "Sirikka Sirikka Sirippu," "Jillinu Oru kadi" and "Idhu Thanda Sirippu." Adithya TV is available on channel 693 in DISH's Tamil Mosaic Pack and SUN Pack.

Gemini Comedy: A Telugu channel tailored to tickle the funny bone, Gemini Comedy broadcasts a variety of Telugu movies and comedy series including "Comedy Talkies," "Kita Kitalu," "Smile Raja Smile (with Rani's)," "Kevvu Comedy," "Navvandehe," "Havva Ente Navva," "Fun Bomb" and "Appam Bappam." Gemini Comedy is available on channel 591 in DISH's Telugu Pack at no additional cost.

Kiran TV: A Malayalam music channel that features a variety of song sequences and films, such as "Kiran Morning," "Kiran Wishes," "Darling Darling," "Ningalaku Areyamo" and "Kiran Classics." Kiran TV is available on channel 593 in DISH's Malayalam Mega Pack at no additional cost.

SUN Music: A dedicated Tamil music channel, SUN Music captures the essence of song-based sequences from a vast library of Tamil movies and features a variety of popular programming like "Hi Kutties," "Anbe Anbe," "Vaazhthalam Vaanga," "Star Times," "Ladies Choice" and "Yendrum Iniavai." SUN Music is available on channel 692 in DISH's Tamil Mosaic Pack and SUN Pack.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides

“Millions of people
around the world
watch SUN TV
Network channels”

approximately 13.967 million satellite TV customers, as of Dec. 31, 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 SUN TV Network

SUN TV Network, India's largest media conglomerate, broadcasts a bouquet of 32 top-rated channels in four Indian languages. Reaching more than 95 million households in India, SUN TV Network's channels can also be viewed in 27 countries including the U.S., Canada, Europe, Singapore, Malaysia, Sri Lanka, South Africa, Australia and New Zealand. Be it news or entertainment, if it is happening south of Vindhyas, it's on SUN TV Network.

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