

DISH Appoints James Moorhead Chief Marketing Officer

DISH (NASDAQ: DISH), one of the nation's leading pay-TV providers, today announced that James G. Moorhead has been named senior vice president, chief marketing officer. Mr. Moorhead will be responsible for marketing, advertising, public relations and market research. He will report to DISH CEO Joe Clayton and serve on DISH's senior leadership team.

For the past eleven years, Moorhead held increasingly senior marketing roles at The Procter & Gamble Company. He brings to DISH a strong brand-building background and a successful track record of leading health care and grooming brands, including Prilosec OTC, Vicks, Old Spice and Gillette.

Most recently, he led the strategy and marketing for a diverse portfolio of Gillette products. Before assuming these responsibilities, Moorhead oversaw the Old Spice brand and is credited with the brand's revival and market leadership position. For this work, *Brandweek* editors named him as the *2010 Grand Marketer of the Year* and *Advertising Age* named him to the *2011 Creativity 50*. His team's television commercials have received many awards, including two *Cannes Grand Prix*, the *Grand Effie* and the *Emmy* for Best Commercial.

"DISH is committed to building a premier brand in the industry," said Clayton. "James has the marketing experience, the energy and, most importantly, the imagination to help lead our commercial transformation."

Said Moorhead: "I want to be a part of shaping the future of how American households will receive their video, broadband data and voice services. I am excited to lead the marketing organization, and I am confident that DISH has the assets, the vision and the team to change the way America communicates and enjoys entertainment."

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Moorhead takes over for interim CMO Vivek Khemka who will return to his leadership over DISH's product management organization. Khemka will report to Clayton.

About DISH

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 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.

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