

# DISH Expands In-Home Music Experience With Pandora

DISH (NASDAQ: DISH), one of the nation's leading pay-TV providers, has introduced Pandora (NYSE: P), the leading personalized radio service, for the DISH Hopper™ Whole-Home HD DVR system. Pandora on the Hopper allows customers to easily search for their favorite artists or songs and create personalized radio stations that play only the music they love from the comfort of their homes.

DISH customers with a Hopper can login to their existing Pandora account, or create a new Pandora account, to stream their personalized radio stations through their television. Streaming Pandora on the Hopper requires an Internet connection.

"Pandora adds new dimension to the Hopper experience," said Vivek Khemka, vice president of product management at DISH. "This partnership is another example of how we are working to make Hopper the entertainment platform of choice for America's homes."

"We're thrilled that DISH is making Pandora available to their customers on a great new platform like the Hopper," said Ian Geller, vice president of Business Development at Pandora. "More than a third of all radio listening takes place in the home and Pandora delivered through the Hopper allows everyone in the family to easily access and enjoy music they love through their personalized radio stations."

DISH's Hopper features three satellite TV tuners and a two-terabyte hard drive that stores up to 2,000 hours of video. Accompanied by small, sleek Joey™ units, the Hopper enables customers to pause live TV in one room and continue watching in another room. DISH launched Hopper in March and it is available to both new and existing DISH customers.

In addition to Pandora, DISH's Hopper features apps that give viewers real-

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time access to Facebook, Twitter and photo sharing, as well as games, news, weather, sports and stock quotes.

More information about DISH's Hopper is available at [www.dish.com/hopper](http://www.dish.com/hopper).

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 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](http://www.dish.com).

## About Pandora

Pandora gives people music they love anytime, anywhere, through connected devices. (OK, we've added comedy as well so we're also up for playing some jokes you'll love.) Personalized stations launch instantly with the input of a single "seed" -- a favorite artist, song or genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers Pandora's personalization -- using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of hundreds of thousands of recordings. Tens of millions of people in the United States turn on Pandora to hear music they love.

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