

Gov. Hickenlooper Welcomes Blockbuster's Worldwide Headquarters to Colorado

Gov. John Hickenlooper today joined Joe Clayton, CEO of DISH, one of the nation's leading pay-TV providers, and Michael Kelly, president of Blockbuster, in announcing that Blockbuster will relocate its new worldwide headquarters to the Meridian International Office Park in Douglas County, Colo.

The expansion will bring more than 150 management positions to the greater Denver area over the next five years.

"DISH planted its roots in Colorado more than 30 years ago and we are pleased the company is locating the headquarters of Blockbuster in Colorado," said Gov. Hickenlooper. "DISH, which already employs nearly 5,000 people along the Front Range, recognizes Colorado's highly-educated and energetic workforce, extensive recruiting opportunities from area colleges, and accessible location for vendors and partners. We are committed to helping DISH and other businesses thrive, and we look forward to seeing more companies expand in Colorado."

Blockbuster, a subsidiary of DISH Network Corporation (NASDAQ: DISH), is a global provider of movie and game sales and rentals. The company provides customers with convenient access to media entertainment -- whether in-store, by-mail, or digitally to homes and mobile devices. With a highly recognized brand and a growing library of more than 100,000 movies, TV shows and game titles, Blockbuster serves millions of customers around the world annually.

“DISH, which already employs nearly 5,000 people along the Front Range, recognizes Colorado's highly-educated and energetic workforce, extensive recruiting opportunities from area colleges, and accessible location for

"Since our acquisition of Blockbuster nearly a year ago, we've worked hard to reinvigorate a brand that is synonymous with family entertainment and movies while introducing Blockbuster streaming movie choices to our DISH customers," said DISH CEO Joe Clayton. "We want to thank Gov. Hickenlooper and the Southeast Business Partnership for their support in helping to bring more jobs to the state and to further our efforts to continue the legacy of Blockbuster. By joining us at the DISH campus, Blockbuster will have more efficient accessibility to DISH's executive team while leveraging resources and focusing on innovation."

The positions are primarily management jobs, and an undetermined number will be filled with employees who are invited to relocate to Colorado from Blockbuster's McKinney, Texas, headquarters.

"We're excited to begin writing a new chapter in Blockbuster's history by moving our headquarters to the Rocky Mountains," said Kelly. "Blockbuster's rich heritage grew exponentially in Texas, and we appreciate everything the citizens of Texas did to make us feel welcome. Now it's time to align our staffing with our recent business developments as we lay the groundwork for growth in our digital, in-store and by-mail services."

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.

vendors and
partners. We are
committed to
helping DISH
and other
businesses
thrive, and we
look forward to
seeing more
companies
expand in
Colorado.”

Contact:

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