

# DISH Network Announces Second Quarter 2012 Financial Results

DISH Network Corporation (NASDAQ: DISH)

- **YOY gross subscriber additions increase 16 percent**
- **YOY net additions improved**
- **Subscriber churn rate declines YOY**

DISH Network Corporation (NASDAQ: DISH) today reported revenue totaling \$3.57 billion for the quarter ended June 30, 2012 compared with \$3.59 billion for the corresponding period in 2011.

Net income attributable to DISH Network totaled \$226 million for the quarter ended June 30, 2012, a 32.6 percent decrease compared with \$335 million during the same period last year. As a result of the loss of the 148-degree orbital slot license in the quarter, net income was negatively impacted by \$43 million.

Additional contributors to year-over-year net income decline included higher subscriber-related expenses from higher programming costs and increased subscriber acquisition costs associated with our 16.3 percent increase in gross subscriber additions, including increased brand advertising.

Diluted earnings per share were \$0.50 for the second quarter, compared with \$0.75 during the same period in 2011. DISH Network's net subscribers decreased by approximately 10,000 during the second quarter, and the company ended the period with approximately 14.061 million subscribers. The subscriber churn rate of 1.60 percent was an improvement over the 1.67 percent rate from the year-ago quarter.

"In the face of a difficult economy and stiff competition, a disciplined approach to subscriber acquisition and retention is paying off," said DISH CEO and President Joseph Clayton. "Our focus has overcome the seasonality of the second quarter with year-over-year growth in gross activations and a reduction in churn. Additionally, the launch of the Hopper™ Whole-Home HD DVR has improved subscriber quality by adding more DVR and broadband-connected customers to our base."

## Year-to-Date Review

DISH Network's first half revenues of \$7.15 billion increased 5 percent over the same period last year. In the first six months of 2012, net income attributable to DISH Network totaled \$586 million compared with \$884 million during the same period last year. Diluted earnings per share were \$1.30 for first six months of 2012, compared with \$1.98 during the same period in 2011.

Detailed financial data and other information are available in DISH Network's Form 10-Q for the quarterly period ended June 30, 2012, filed today with the Securities and Exchange Commission.

“Our focus has overcome the seasonality of the second quarter with year-over-year growth in gross activations and a reduction in churn. Additionally, the launch of the Hopper™ Whole-Home HD DVR has improved subscriber quality by adding more DVR and broadband-connected customers to our base.”

DISH Network will host its second quarter 2012 financial results conference call today at noon ET. The dial-in number is (800) 616-6729.

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.061 million satellite TV customers, as of June 30, 2012, 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 Corporation'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).

## Contact:

DISH Network Corporation  
Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

---