

# DISH Names Havas Worldwide Chicago as New Digital Agency of Record

ENGLEWOOD, Colo.--(BUSINESS WIRE)--DISH (NASDAQ: DISH) selected Havas WW as its new digital agency of record to support its general market and Latino digital marketing needs. Havas WW was chosen after a comprehensive agency review led by Keith Nyhouse, vice president of digital marketing.

"As DISH continues to grow its brand in an ever-evolving digital landscape it is important we have the best advisors to move the company forward," said Nyhouse. "We found that in Havas WW and are excited to work with them to continue building DISH's business."

"With industry-leading products like, the Hopper, and a customer-first culture, we're honored to be a part of DISH's digital marketing strategy to help elevate their business to new heights," added Paul Marobella, Group President of Havas Chicago Group.

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.092 million satellite TV customers, as of March 31, 2013, 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).

## About Havas Worldwide

Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both Advertising Age and Campaign in the same year. The Havas Worldwide Network is made up of 11,000 employees in 120 cities and 75 countries, with 316 offices, and provides advertising, marketing, corporate communications, and digital and social media solutions to clients, including Air France, BNP Paribas, Citigroup, Danone Group, IBM, Lacoste, Merck, Mondelēz International, Pernod Ricard, PSA Peugeot Citroën, Reckitt Benckiser, Sanofi, and Volvo. Headquartered in New York, Havas Worldwide is the largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA).

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