

TalkBoston.com Teaches Nation to "Tack Bahstin"

Challenges consumers to test knowledge of Boston English with an online quiz

Translates tweets using Talk Boston Tweet Translator

Hosts 'Boston as a Second Language' videos

Reminds nation to take advantage of DISH's iPad 2 offer

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--DISH (NASDAQ: DISH) invites people nationwide to learn how to "Talk Boston" – or as a Boston native might say, "Tack Bahstin." The company today launched a campaign reminding Americans to take advantage of DISH's iPad 2 offer available this summer.

"The Boston dialect incorporates one of America's most distinct and beloved accents, and is a trademark of the Boston Guys, the stars of our Hopper commercials," said James Moorhead, DISH's senior vice president and chief marketing officer.

"[TalkBoston.com](#) features interactive games and lesson videos that make learning Boston as a second language fun."

TalkBoston.com has several Boston-English interactive features including:

- Boston-English Vocabulary Resource: Pronounced by DISH's Boston Guys, Boston-English translations of common vocabulary words, such as "[awfa](#)" ("offer"), "[bahgan](#)" ("bargain"), and "[fadaze](#)" ("for days").
- [Talk Boston Test](#): Players race against the clock or friends to decipher dozens of words spelled in Boston English.
- [Talk Boston Tweet Translator](#): First-of-its-kind translator which automatically turns tweets into Boston English.
- "Boston as a Second Language" Class Videos: Led by a native Bostonian instructor fluent in Boston English: [Kahkeez](#), [Hoppa](#), [Escalayta vs. Stayas](#), are a few videos of the series that follows students as they learn the nuances of the Boston accent.

In addition to the TalkBoston.com website, the campaign includes a collection of social videos with notable Boston celebrities making appearances, including current New England Patriot [Vince Wilfork](#).

"After nearly a decade in New England, I'm proud to be Bostonian. But the accent was a little tough for me to understand. Learning how to talk Boston with DISH has made me more comfortable than ever before at the place I call home," said Wilfork.

TALK BOSTON CAMPAIGN SUPPORTS DISH'S "AWFA"

The Talk Boston campaign is designed to entertain current and prospective DISH customers and remind America about DISH's iPad 2 offer currently available.

New DISH subscribers are given the choice of an iPad 2 instead of first year programming discounts when they sign up for the Hopper Whole-Home HD DVR and a qualified programming package. Using the iPad, new customers will benefit from a comprehensive TV anywhere experience (DISH Anywhere™) driven by the industry-leading Hopper entertainment platform. The promotion runs through Sept. 18, 2013.

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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.

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