

# DISH Names Warren Schlichting to Lead Programming, Media Sales

## *Adam Gaynor promoted to vice president*

ENGLEWOOD, Colo.--(BUSINESS WIRE)--[DISH Network](#) (NASDAQ:DISH) today announced that DISH Media Sales Senior Vice President, [Warren Schlichting](#), will assume leadership of the company's Programming group effective Oct. 1. Schlichting will succeed DISH Senior Vice President, [Steve Swain](#), who has been [appointed Chief Financial Officer for DISH](#), also effective Oct. 1.

DISH Media Sales veteran Adam Gaynor has been promoted to vice president and will take on increased responsibilities within the Media Sales group. The group's leadership will continue reporting to Schlichting.

In addition to its sales duties, DISH's Media Sales division oversees viewer measurement analytics, advanced ad product management, DISH's national household-addressable advertising and [D2 Media Sales](#), a joint sales operation with DIRECTV focused on statewide political addressable ads.

"As programming, data and ad-targeting technologies converge, having a talent like Warren to decipher how our entire ecosystem will evolve over the next several years will be vital," said Joseph P. Clayton, DISH president and CEO. "This will be especially so as we pursue new lines of business, including over-the-top Internet video and wireless."

## **About Warren Schlichting**

Prior to joining DISH in 2011, Schlichting served as Senior Vice President of New Business Development leading Comcast's advanced advertising efforts on multiple media and ad delivery platforms including broadband, interactive television and video-on-demand. Before arriving at Comcast, he was CEO of Hiwire, a Los Angeles-based ad technology company, and also served in executive positions for Morgan Stanley and the William E. Simon private equity group.

Schlichting holds a Bachelor of Arts degree in Economics from Harvard University.

## **About Adam Gaynor**

Adam Gaynor possesses more than 15 years of advertising sales and management experience in traditional and digital media, including cable television, web and new media such as interactive TV, addressable TV and VOD. He joined DISH Media Sales in 2008 from the Game Show Network where he served as executive director of digital media and interactive advertising sales. Gaynor has also held advertising sales positions with Comcast Networks, TechTV and CBS New Media.

He has a master's in Broadcast Journalism from Syracuse University and a Bachelor of Arts degree in Journalism from Rutgers.

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## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiaries, provides approximately 14.053 million pay-TV subscribers, as of June 30, 2014, with the highest quality programming and technology with the most choices at the best value. Subscribers enjoy a 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 is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

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