

DishLATINO Partners with Eugenio Derbez to Enhance Ongoing “Me Conviene” Campaign

- Award-winning Mexican actor and director tells story of coming to America in new advertising spots

- DishLATINO is the first brand endorsement deal for Derbez in the U.S.

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--To further accelerate the brand’s growth and strengthen its message touting the cultural connection TV entertainment can provide, DishLATINO has secured Mexican actor and director Eugenio Derbez to star in its new multifaceted advertising creative, part of the brand’s overall “Me Conviene” campaign. The deal is a first for Derbez in the United States and the first celebrity tie-in for DishLATINO, part of DISH Network Corp. (NASDAQ: DISH). Derbez debuts this week in an integrated digital, TV, radio and print effort geared towards acquiring new customers and connecting with existing ones.

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“Eugenio is an ideal match for the DishLATINO brand,” said Alfredo Rodriguez, vice president of DishLATINO. “He has an authentic energy and a relatable nature unlike anyone else – and in many ways is the embodiment of our brand positioning. He has worked tirelessly to get where he is, finding success in both English and Spanish, and we think this is going to resonate across the Hispanic community.”

The storyline of the new series of television commercials centers on Derbez’s journey to America. Known for a depth of characters and humorous takes on everyday life, Derbez combines his comedic appeal with the portrayal of his recent, real-life move from Mexico to Los Angeles, starting with the first commercial called “Aeropuerto.” In an exclusive online spot, Derbez uses his trademark satire style in “El Split Epico,” a spoof of the viral truck commercial of a high-speed balancing act.

“I hope that all Latinos will see a little bit of themselves and their experiences in my work with DishLATINO,” Derbez said. “I am eager to build a life for my

wife and new baby here in the United States but it's so important we remain in touch with where we came from. I remain a proud Mexican and DishLATINO will help keep that connection strong."

Rodriguez added that, as the campaign evolves, Derbez will advocate in his own unique way the need for multigenerational Hispanic households to maintain a connection with their culture as they also embrace their new realities. Customers and fans will be encouraged to use #SiempreLatino on Twitter to share their experiences and further engage with Derbez and the new advertising spots.

Derbez will interact with the programming and technology that has made DishLATINO the leading Hispanic pay-TV provider in the United States. He will apply this experience by also providing creative input and direction to the messaging of ongoing efforts. Throughout the fall and early 2015, DishLATINO will roll out ads portraying Derbez in vignettes of his new life in America.

The new ads were developed by MARCA and HAVAS, DishLATINO's creative and digital agencies, respectively.

For more information and to view Derbez in the two debut commercials, visit <http://www.dishlatino.com/derbez> and follow @dishlatino and @eugenioderbez on Twitter.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.053 million satellite TV customers, 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.

About DishLATINO

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment options such as FlexTV, a no-term contract, prepaid pay-TV product.

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