

DISH Expands Multi-Sport Pack with Launch of Outside Television

DISH broadens premium sports offering to include Outside Television's active adventure lifestyle programming, while providing an immediate free preview to all customers nationwide

WESTPORT, Conn. & ENGLEWOOD, Colo.--([BUSINESS WIRE](#))-
-[DISH Network L.L.C.](#) and [Outside Television](#) today announced
Outside Television will join [DISH's Multi-Sport Pack](#) of premium
sports entertainment immediately, giving millions of active
outside enthusiasts across the nation the opportunity to enjoy
the popular action channel based on Outside Magazine and its
acclaimed adventurer brand.

This new multi-year agreement provides DISH Multi-Sport
subscribers access to the people, places, sports and adventures
that make the outside world an inspiration and experience like no
other as told by iconic trailblazers willing to challenge
themselves against the world's most spectacular landscapes and
natural elements.

"We've partnered with Outside Television to take our customers
directly into the action of extreme outdoor sports," said Josh Clark, DISH vice president of programming.
"We are expanding our lineup of active outdoor lifestyle programming and unconventional sports
coverage from mountaineering to BASE jumping and kitesurfing."

Outside Television is available to all DISH customers now through May 6 during a month-long free
preview. The preview arrives just in time to include several of the most grueling trans-oceanic legs of the
annual 38,739-nautical mile Volvo Ocean Race in "Life at the Extreme" and new season premieres of
Outside Television's acclaimed series "Locals" and "Outlook: Icons Revealed" to feature Amazonian and
Arctic explorer Mike Horn, renowned half-pipe snowboarder Gretchen Bleiler and freestyle ski champion
Julian Carr, among others.

"Outside strives to inspire people to get outside and participate in the world beyond their living rooms,
and DISH is finding new ways to attract just the kinds of people who would rather make their own
adventures rather than follow a more conventional path," said Dennis Gillespie, senior vice president of
distribution for Outside Television. "We're pleased to partner with DISH to enable every one of the more
than 140 million active outside enthusiasts living across the U.S. to now find their own way into Outside
Television."

With more than 35 channels of America's top sports services, [DISH's Multi-Sport Pack](#) offers fans and
enthusiasts the very best in live games, expert analysis, in-depth coverage and direct immersion into one-
of-a-kind experiences at an unbeatable value. Outside Television joins the Multi-Sport Pack on Channel
390 in the DISH programming lineup.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 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.

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About Outside Television


Outside Television is the only national programming network dedicated to the active outside lifestyle and the more than 141 million Americans who regularly participate. Based on Outside Magazine and its acclaimed brand, Outside Television embraces running, biking, skiing, hiking, sailing, surfing, kayaking and any other adventures involving wind, water, snow and terrain; as well as the full spectrum of people's lives who engage in them. To learn more about Outside Television, go to www.outsidetelevision.com.

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