

# Miguel Cotto or Canelo Alvarez? DishLATINO Lets New Subscribers Decide While Including Fight at No Cost

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--As fans prepare for the long-awaited match-up between Miguel Cotto and Canelo Alvarez on November 21, DishLATINO is bringing the action to new subscribers at no additional cost and giving them the chance to win a piece of memorabilia.

"The match-up between Miguel Cotto and Canelo Alvarez is one boxing fans have hoped to see for a long time, so in addition to including the fight at no cost to new subscribers, we wanted to give them the chance to channel their passion for their favorite fighter," said Alfredo Rodriguez, vice president of DishLATINO. "Both fighters have very strong fan bases, so we are eager to see how many new customers pick each one, and we are even more eager to see which photo we'll be sending to fans of the winner after the fight."

To sign up for DishLATINO and view the fight at no cost, new customers can either give the offer code "COTTO" or "CANELO." In addition, others who wish to enter the sweepstakes can send a postcard choosing their favorite boxer. After the fight, DishLATINO will mail a replica autographed headshot of the victorious fighter to those entrants who selected the match's winner. For full rules, click [here](#).

DishLATINO is bringing all customers access to exclusive content leading up to the fight, including interviews with Cotto and Canelo, as well as legendary trainer Freddie Roach and promoter Oscar De La Hoya. The interviews give viewers insight into team preparation and strategy. Additionally, fans can catch footage of past fights featuring both

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Cotto and Canelo. The exclusive interviews and past fight footage can be viewed on DISH Studio Channel 102.

New customers who would like to take advantage of the offer can call 888-641-3052. Existing customers can purchase the fight for \$69.99 by calling 1-877-DISH PPV.

## 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.

## About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.932 million pay-TV subscribers, as of June 30, 2015, 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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