

# DISH First Major Pay-TV Provider to Offer Customer Service App in Spanish

*'MyDISH' App allows customers to pay bills, change programming packages, order pay-per-view, check tech appointment status and more*

*Language defaults to Spanish or English based on user's phone settings*

*DishLATINO rolls out Spanish-language user interface for Hopper DVR, Joey and Wally boxes*

ENGLEWOOD, Colo.-- May 18, 2017 -- ([BUSINESS WIRE](#))--Today, DISH announced that it is the first major pay-TV provider to launch a Spanish-language customer service app, with easy access to a variety of account-related services from a smartphone or tablet. The announcement comes as DishLATINO also unveils a new Spanish-language user interface for the Hopper DVR, Joey and Wally set-top boxes.

"With an estimated 71 percent of US Hispanics accessing the Internet via smartphones, apps are a crucial part of the customer service experience," said Alfredo Rodriguez, vice president of DishLATINO. "With MyDISH, customers can access the services they want, in the language they prefer, without having to make a call."

## *About the App*

The MyDISH App will default to the language the user has selected in their smartphone or tablet settings. For users whose phone settings are set to Spanish, the app will automatically display content in Spanish. The app puts users in control of such functions as paying bills, enrolling in auto-pay, accessing account information, changing programming package subscriptions, ordering pay-per-view or video-on-demand, accessing My Tech with information about an upcoming technician appointment and referring friends to DISH.

To help educate customers about the app, DishLATINO is launching a series of ads featuring Eugenio Derbez, including the following video featuring his wife, Alessandra Rosaldo: <https://youtu.be/H1evYnnUGuk>.

## *About the User Interface*

The complete on-screen experience is now available in Spanish on a Hopper, Joey or Wally set-top box. Once selected, functions such as the menu, guide and search will all be displayed in Spanish.

"In addition to enjoying programming in both Spanish and English, customers can control which of the two languages they use to search, scroll and select shows," said Rodriguez. "Today's announcements are part of our commitment to delivering the best entertainment and customer service experience for our customers."

To learn more about how DishLATINO is delivering the best English and Spanish language TV entertainment experience, visit [www.dishlatino.com](http://www.dishlatino.com).

## **About DishLATINO**

“With an estimated 71 percent of US Hispanics accessing the Internet via smartphones, apps are a crucial part of the customer service experience”

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 solutions including a no-term contract, prepaid pay-TV option.

## **About DISH**

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.528 million pay-TV subscribers, as of March 31, 2017, with the highest-quality programming and technology with the most choices at the best value. DISH offers 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 200 company. Visit [www.dish.com](http://www.dish.com).

## **Contact:**

DISH Network Corp.  
Karen Modlin, 303-723-1850  
[karen.modlin@dish.com](mailto:karen.modlin@dish.com)

---