

DISH Announces iPad Promotion, Gives New Hopper Customers Power to Watch TV Anytime, Anywhere

ENGLEWOOD, Colo.--DISH, a leading pay-TV provider, today announced it is offering new subscribers the choice of an iPad 2 instead of first year programming discounts for customers who sign up for the Hopper with Sling® Whole-Home HD DVR and a qualified programming package. This will give new customers a comprehensive TV anywhere experience driven by the Hopper entertainment platform. Customers can watch all their live TV, DVR recordings and On Demand shows using the popular iPad tablet anywhere. (Viewing requires Wi-Fi connection or use of Hopper Transfers™ app.) The Hopper with Sling and iPad offer begins May 22, 2013 and runs through September 18, 2013.

According to Dave Shull, executive vice president and chief commercial officer at DISH, this offer is another example of how the company's innovative service offerings and technological advancements are changing the way people watch TV.

"Hopper transforms consumers' computers, smartphones and tablets, into TVs allowing them to watch, anytime, anywhere. Now, with our Hopper and iPad offer, for the first time ever we've bundled together everything people need for the true TV Everywhere™ experience. Providing this device ensures new customers can fully experience all the benefits Hopper offers."

DISH has developed a collection of iPad apps that enhance and extend the DISH television experience anywhere. DISH mobile apps include:

DISH Anywhere™ – Watch live TV, DVR recordings and on-demand programs anywhere with an Internet connection. Viewing is enabled by Sling technology built into the new Hopper with Sling.

Hopper Transfers™ – Move recorded television programs from the DVR to iPad for times when an Internet connection is not available.

DISH Explorer™ – An intuitive second-screen app for the Hopper that combines program-discovery tools, social media engagement and remote-control capabilities.

DISH's apps are free to download and available from the App Store.

DISH's Hopper platform provides customers more choice and control over the TV they watch. Only the Hopper gives customers the power to:

- watch all their live and recorded TV anywhere, anytime
- record up to six different primetime shows at the same time
- skip commercials when viewing recorded primetime shows from the four major networks the day after airing, and
- store up to 500 hours of HD or 2,000 hours of SD programs.

DISH introduced Hopper with Sling in January at the 2013 International Consumer Electronics Show. The cutting-edge set-top box won the CES 2013 "Best of Show" award. Hopper with Sling also was recognized with the PCMag "Editors' Choice" award and 5 out of 5 stars.

About The Promotion

The Hopper and iPad offer requires activation of new qualifying DISH service with 24-month agreement and credit qualification. Monthly DVR and receiver fees apply. All prices, fees, packages, programming,

features, functionality and offers subject to change without notice. To qualify, customers must select the Hopper system and minimum of America's Top 120 package. Please allow 4-6 weeks for delivery. This offer cannot be combined with promotional pricing. Offer not available in Puerto Rico or USVI. Activation fees may apply. Visit www.dish.com for more details.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.092 million satellite TV customers, as of March 31, 2013, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life®. Subscribers enjoy the largest 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's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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