

DISH Explorer Second-Screen App Enhances TV Viewing Experience on iPad

Discover New Shows – Explorer app recommends programs based on real-time TV viewing and social media trends

Engage with Fans – Within Explorer app, access Twitter and Facebook feeds and participate in social conversations related to live programs

Find Big Games – Explorer shows real-time trends for popular sporting events

Control the Experience – App can serve as remote-control for Hopper HD DVR features, including channel guide, DVR and on-demand video

LAS VEGAS--Today, DISH (NASDAQ: DISH) introduced the DISH Explorer™ app for iPad, an intuitive second-screen app for the Hopper™ Whole-Home HD DVR platform that combines program-discovery tools, social media engagement and remote-control capabilities.

"Customers are already using tablets while watching TV but, until Explorer, it had been two separate experiences," said Vivek Khemka, vice president of Product Management at DISH. "What we've done is develop an integrated, seamless experience between the tablet and the television; only the Hopper creates an entirely new viewing dynamic."

Available tomorrow, DISH Explorer expands the functionality of the Hopper by allowing customers to:

- Discover popular and trending shows, including sporting events, across hundreds of live-TV channels, DVR recordings and on-demand programs;
- Engage with fans of the same show over Twitter and Facebook using the iPad;
- Control the Hopper from an iPad, including channel guide navigation and DVR management;
- Search live TV, DVR and on-demand programs using iPad's keyboard instead of the remote control.

The new app recommends shows and reveals popular programs by cross-referencing social media television viewing trends and real-time viewership data from DISH's customer base.

DISH Explorer allows customers to connect with the social media community about their favorite shows. Using the app, customers can log in to Twitter and Facebook and, in real-time, comment and track posts from fans of the shows they are watching.

For the sports enthusiast, Explorer incorporates Thuuz™ ratings to identify the hottest games on TV and provides viewers with real-time sports stats when watching live events on the Hopper. The Explorer's view into trending data can signal sporting events that are quickly becoming 'must see' events.

"The Thuuz ratings on Explorer means sports fans can quickly see the potential no-hitters, the shut-outs and the upsets forming live before the sports recap on the evening news," said Khemka. "Seeing the big events live is always better and Explorer helps deliver that experience."

DISH Explorer connects to an Internet-connected Hopper via Wi-Fi and eliminates the need for the remote control. The app makes it easy to navigate all Hopper programming options with the iPad.

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DISH Explorer app will be available at no charge in Apple's App Store on January 7.


For images, visit the DISH News Room <http://about.dish.com/multimedia-gallery>.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.042 million satellite TV customers, as of Sept. 30, 2012, 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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