

DISH's Hopper Saves Time, Points Viewers to Best Shows on TV

*New over-the-air tuner expands number of local channels, integrates into program guide and DVR
New What's Hot feature spotlights and rates most popular shows currently on TV
New Game Finder app highlights best sports action, gives scores across pro and college leagues*

ENGLEWOOD, Colo., Nov. 12, 2012 – DISH makes finding a show to watch simple from the moment the TV is turned on with new features to the Hopper™ Whole-Home HD DVR. At CES Unveiled in New York City, DISH is demonstrating its new Digital OTA Tuner, What's Hot feature and Game Finder app -- capabilities that expand Hopper's value to customers and illustrate the satellite-TV provider's continuous drive to innovate.

"Eighty-seven percent of consumers feel they watch the same channels over-and-over again, according to Digitalsmiths' recent survey," said Vivek Khemka, vice president of Product Management at DISH. "With the Hopper, we aim to provide customers more choice and the tools to quickly find the best shows on TV. These latest updates expand the capabilities of our whole-home system and provide even more entertainment value."

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Digital Over-The-Air Tuner

DISH's new Digital OTA Tuner for Hopper expands the number of local television stations available without paying more each month. This over-the-air tuner is ideal for customers seeking to expand access to local news, sports, community events and other programming in uncompressed, high-definition and standard definition broadcasts.

Customers can easily access local ABC, CBS, FOX, NBC, PBS and other community networks within the system's program guide and can record over-the-air broadcasts to the Hopper's DVR to replay later. The Digital OTA Tuner is available now for \$30 from DISH.

What's Hot

Hopper's new What's Hot feature makes it simple to choose a TV show and saves viewers time from sorting through the hundreds of shows available at any point in time. A recent study from Digital TV Research shows 96 percent of consumers do not know what to watch when they turn on the TV. In addition, social media searches are limited because they highlight only select programs trending from viewer posts.

The What's Hot feature spotlights the most popular programs based on real-time data from a broad spectrum of DISH viewers. Programs can be filtered by local or national viewership and genres that include movies, sports, drama, comedy, reality, kids and family, and news and talk shows. What's Hot automatically sorts by most popular to least popular and signifies the popularity with a flame meter. Available now, select What's Hot from the Hopper's Main Menu.

Game Finder

With so many games to choose from, Game Finder on Hopper offers fans a way to watch and follow the most exciting games across the NFL, NCAAF, MLB, NBA, NCAABB and NHL. The Game Finder app brings scores and games across every network in one location. While watching live TV, viewers can select their favorite teams, follow up-to-the-minute box scores of individual games, schedule recordings and set reminders for upcoming games.

Game Finder is the first interactive TV app that integrates excitement ratings for sports. The integration of sports monitoring from Thuuz alerts viewers to popular, trending games. Thuuz monitoring uses real-time analytics of hundreds of data inputs to alert viewers to the most exciting sporting events. Available now, access Game Finder by pressing the blue button on the DISH remote, pick Game Finder and click Select.

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Digital Assets

Screenshots of What's Hot, Game Finder and Hopper are available at <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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