

DISH Network First to Air RFD-TV in High Definition Nationwide

DISH Network L.L.C. today announced that RFD-TV's high-definition channel, RFD HD, is now available at no additional cost to all DISH Network customers who subscribe to the America's Top 200 programming package or above.

RFD-TV, available on DISH Network Ch. 231, is dedicated to serving rural America with a 24-hour schedule of well-balanced, high-quality, original and family-oriented programs that cover the rural way of life, including agriculture, equine, music and entertainment.

"DISH Network has its roots in rural America, which is why we're proud to not only have been the first to launch and distribute RFD-TV nationally but also to be the first to offer the channel to millions of homes in high definition," said Dave Shull, senior vice president of Programming for DISH Network. "What's more, DISH Network is the only TV company that gives our customers free HD programming for life, meaning existing RFD-TV viewers won't have to pay a penny more to get their rural news, agricultural features, horse training and informational programming in crystal-clear high definition."

"The beauty of rural America in high-definition is stunning," said Patrick Gottsch, founder and president of Rural Media Group, Inc., owners of both RFD-TV and RFD HD. "From day one, DISH Network has been a great partner in our efforts to expand programming to serve the needs and interests of rural America. We, along with the over 80 independent programmers currently on RFD-TV/RFD HD, appreciate the continued strong support from everyone at DISH Network."

Customers who currently receive RFD-TV a la carte will automatically receive the RFD HD channel. To learn more about DISH Network's HD channel lineup, including eligibility requirements for the HD Free for Life offer, visit www.dish.com.

About DISH Network

DISH Network Corporation (Nasdaq: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.1 million satellite TV customers, as of Dec. 31, 2010, with the highest quality programming and technology at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, 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 is a Fortune 200 company. Visit www.dish.com.

About Rural Media Group, Inc.

Rural Media Group, Inc. (RMG) is a privately held Delaware-based "C" corporation, which owns and operates the world's largest portfolio combining rural-based satellite/cable delivered media and entertainment companies. Launched in December 2000 and now in its 10th year of broadcasting, RFD-TV is the nation's first 24-hour television channel dedicated to servicing the needs and interests of rural America with programming focused on agriculture, equine and rural lifestyle, along with traditional country music and entertainment. Production originates in studios located in Nashville, Tennessee, for RFD-TV, RFD HD, and RURAL TV, the company's new international channel. *RFD-TV The Magazine* now has more than 180,000 paid subscribers for its bi-monthly publication, and the company continues to operate "RFD-TV The Theatre" in Branson, Missouri. For more information, visit www.rfdtv.com.

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