

DISH Network First to Air OWN: Oprah Winfrey Network in High Definition Nationwide

DISH Network L.L.C. today announced that OWN: Oprah Winfrey Network, which the company introduced earlier this year in standard definition, will be available beginning this Thursday in high definition on Ch. 189 to DISH Network customers who subscribe to the America's Top 200 programming package or above.

"As the nation's leader in HD channels, DISH Network is proud to be the first to offer OWN – one of the most anticipated channels launched this year – nationwide in crystal clear 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 that Oprah fans won't pay a penny more for the high definition broadcast of the channel that entertains, informs and inspires viewers to live their best lives."

"We are thrilled that DISH Network is making OWN available in HD," said Allan Singer, EVP, distribution & strategy, OWN: Oprah Winfrey Network. "Many viewers have contacted us eager to watch OWN in HD, and now with the help of DISH Network, we are able to fulfill their request and continue serving our audience."

OWN's shows include "Oprah Presents Master Class," "Season 25: Oprah Behind The Scenes," "The Gayle King Show" and "Our America with Lisa Ling." More information on OWN programming can be found

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at www.oprah.com/own.

Additionally, OWN will feature popular movies including the critically acclaimed, award-winning "Precious," as well as the original documentary "Becoming Chaz" with Chaz Bono. OWN is also producing four original two-hour documentaries with Julia Roberts, Forest Whitaker, Gabriel Byrne and Mariel Hemingway.

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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 OWN: Oprah Winfrey Network

A joint venture between Harpo, Inc. and Discovery Communications, OWN: Oprah Winfrey Network is a multi-platform media company designed to entertain, inform and inspire people to live their best lives. OWN debuted on January 1, 2011, in approximately 80 million homes on what was the Discovery Health Channel. The venture also includes the award-winning digital platform, Oprah.com. For more information, please visit www.oprah.com/own and www.press.discovery.com/us/own.

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