

DISH Network First to Bring Israel's 'IsraKids' Channel to United States

DISH Network L.L.C., the leader in international programming in the United States, today announced the launch of Israel's IsraKids channel, the first TV channel of its kind to broadcast 24 hours of children-specific programming, all in Hebrew. DISH Network is the first U.S. TV provider to deliver the channel.

"DISH Network has a history of providing the best selection of international programming in America, and our Israeli channel lineup is no exception," said Chris Kuelling, vice president of International Programming for DISH Network. "IsraKids – exclusive nationally to DISH Network – along with other top-rated Hebrew-language channels, allows the U.S. Israeli population to connect with their home country in a way not offered by any other TV provider."

IsraKids (DISH Network Ch. 742) encourages children to interact with the different programs by writing emails, sending messages and even calling in to participate in the daily live events. The channel is available as part of the Israeli Select package (formerly Israeli Platinum) for \$34.99 per month.

The Israeli Select package also features three additional channels, all exclusive nationwide on DISH Network: Good Life Israel (DISH Network Ch. 743), a Hebrew-language channel focused on cooking, travel, health and well being, design and music; The Israeli Network (DISH Network Ch. 711), the only 24-hour Hebrew-language channel featuring the best of Israeli TV to viewers in the U.S., including highlights from Israel's leading

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channels like Channel One, Channel Two, Channel Ten, Sports and Hop TV; and Euronews (DISH Network Ch. 901), offering world news from a European perspective, covering a wide range of sports, business, European affairs, current affairs and lifestyle features.

About DISH Network

DISH Network L.L.C., the U.S. leader in international programming, provides more than 185 ethnic channels in 29 languages – more than any other pay-TV provider. To learn more about DISH Network's international programming or to order the Israeli Select package, call 1-877-978-6967 or visit: www.dishnetwork.com/israeli.

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