

DISH Network Presents OWN: Oprah Winfrey Network

DISH Network announced today the launch of OWN: Oprah Winfrey Network, a channel designed to entertain, inform and inspire people to live their best lives. Beginning today, OWN will be available on channel number 189 to DISH Network customers who subscribe to the America's Top 200 programming package or above.

"We are excited to add OWN to our lineup as we are committed to delivering the highest quality programming to our customers," said Dave Shull, senior vice president of Programming for DISH Network. "It's important to note that Discovery and Oprah have made a substantial investment to ensure the success of this new channel, and we are thrilled to bring programs that are meaningful, worthwhile and of substance to our subscribers and to Oprah's loyal fan base."

“We are excited to add OWN to our lineup as we are committed to delivering the highest quality programming to our customers”

Shows include: "Ask Oprah's All Stars," featuring Dr. Phil, Suze Orman and Dr. Mehmet Oz answering viewer questions about health, wealth and mental well-being; "Oprah Presents Master Class," highlighting inspiring stories from Jay-Z, Simon Cowell, Sidney Poitier, Dr. Maya Angelou, Diane Sawyer, Lorne Michaels, Dr. Condoleezza Rice and Oprah Winfrey; "Season 25: Oprah Behind The Scenes," and "Your OWN Show: Oprah's Search for the Next TV Star," pitting 10 contestants against each other through a series of challenges to win the ultimate prize of their own TV show on OWN. Additional information on OWN programming can be found at www.oprah.com/own.

Additionally, OWN will feature popular movies and original documentaries including the critically acclaimed, award-winning "Precious," as well as "Family Affair," "Sons of Perdition," and "Life 2.0." OWN is also producing original two-hour documentaries with Julia Roberts, Forest Whitaker, Gabriel Byrne and Mariel Hemingway.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.2 million satellite TV customers, as of Sept. 30, 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 will debut on Jan. 1, 2011, in approximately 80 million homes on what is currently the Discovery Health Channel. The venture also will include the award-winning digital platform, Oprah.com. For more information, please visit www.oprah.com/own and www.press.discovery.com/us/own.

Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com
