

DISH Network Expands Industry-Leading HD Lineup

Launches Local High Definition Channels in 14 Markets

DISH Network today announced the launch of local channels in high definition in 14 markets. With these additions, the largest HD offering in America includes local high definition channels in 170 markets covering more than 96 percent of U.S. TV households.

Customers in the following markets can now receive their local channels in HD from DISH Network: Augusta, Ga.; Davenport, Iowa; Evansville, Ind.; Monroe, La.; Paducah, Ky.; Rochester, Minn.; San Angelo, Texas; Shreveport, La.; Wichita, Kan. and Wilmington, N.C. On Aug. 18, DISH Network will launch local HD programming in Bangor, Maine; Macon, Ga.; Rochester, N.Y.; and Traverse City, Mich.

“DISH Network is proud to offer the most HD local coverage in America”

"DISH Network is proud to offer the most HD local coverage in America," said Dave Shull, senior vice president of Programming for DISH Network. "We continue to expand our local HD channel service because we know how important it is to our customers to watch sports, movies and their favorite primetime shows in high definition."

The leader in high definition programming, DISH Network offers the most national HD channels as well as local channels in high definition in 170 markets – more than any other TV company in America. To subscribe to local HD channels from DISH Network, visit www.dishnetwork.com/packages/local. For more information on DISH Network's HD programming as well as HD Free for Life, visit www.dish.com.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), provides more than 14.3 million satellite TV customers, as of June 30, 2010, with the highest quality programming and technology at the best value,

including HD Free for Life. Subscribers enjoy the most national HD channels, the most HD local coverage in the U.S., the most international channels, and award-winning HD and DVR technology including the ViP 922, the world's only DVR with built-in Sling functionality. DISH Network is first in Customer Satisfaction among all cable and satellite providers according to the 2010 American Customer Satisfaction Index survey results for the U.S. largest cable and satellite TV providers. DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit www.dish.com.

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