

Benfica TV to Debut Nationwide Exclusively on DISH Network

DISH Network L.L.C., the leader in international programming, today announced the launch of Benfica TV, a top-rated Portuguese sports channel. The channel is available exclusively in the U.S. to DISH Network customers.

Benfica TV is a news, entertainment and sports channel primarily targeting Portuguese-American communities. The channel represents the most popular sports clubs from Portugal, featuring not only the main soccer team, Benfica, but also other sports including hockey, basketball and indoor soccer. Benfica TV also includes talk, history, variety and gossip shows, as well as live interviews - all about the Benfica Sports Club.

"With the addition of Benfica TV, we continue to assert ourselves as the pay-TV leader in international programming with the most options - including the most exclusive international content - available at the best value for our international customers," said Chris Kuelling, vice president of International Programming for DISH Network.

"Benfica TV is proud to bring the universal sporting traditions of the Benfica club to new and existing fans and customers," said Luis Filipe Vieira, President of Benfica. "We are excited to partner with DISH Network and bring this great channel into the U.S."

Benfica TV, located on DISH Network Ch. 739 will be available to DISH Network customers a la carte for \$9.99 or for \$24.99 per month as part of the Luso Pack, which also includes

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About DISH Network

DISH Network L.L.C., the nation's leader in international programming, provides more than 185 ethnic channels in 28 languages - more than any other pay-TV provider. DISH Network customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP® 722 HD DVR, a CNET and PC Magazine "Editors' Choice." To learn more about DISH Network's international programming or to order Benfica TV, call 1-888-289-4761 or visit www.dishnetwork.com/Portuguese.

Contact:

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