

DISH Network Introduces 99 Cent Movies

"Green Zone" and "Hot Tub Time Machine" Available on DISH Cinema Nearly One Month Before Netflix and Redbox

DISH Network L.L.C., the fastest-growing pay-TV provider in America, today announced some of the year's hottest movies are now available on DISH Cinema for 99 cents. Through July 7, DISH Network customers may enjoy "Alice in Wonderland," "She's Out of My League," "Green Zone" and "Hot Tub Time Machine" - in SD, HD or 1080p for less than a dollar each.

"Offering the latest Hollywood hits for 99 cents is just another example of how DISH Network provides customers with an unmatched in-home movie experience at the best value," said Dave Shull, senior vice president of Programming for DISH Network. "We are pleased to continue raising the bar by offering titles such as 'Green Zone' and 'Hot Tub Time Machine' weeks before they are available on Netflix and Redbox."

In addition to 99 cent movies, DISH Network customers can select from additional titles on DISH Cinema throughout the week at the regular price including "Avatar," "Couples Retreat," "The Blind Side," "Valentine's Day" and many more.

DISH Cinema offers customers instant access to thousands of movies and TV shows in SD, HD or 1080p resolution comparable to Blu-Ray disc. New titles are added weekly, with many available on the same day as the DVD release and nearly a month before they can be rented through Netflix and Redbox. Subscribers can order movies on DISH Cinema by visiting www.DISHCinema.com; tuning in to Channels 501 - 558 and using their remote to select the titles they want to watch; or calling 1-877-

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DISH-PPV.

Alice in Wonderland © Disney Enterprises, Inc. All Rights Reserved. HOT TUB TIME MACHINE @ 2010 UNITED ARTISTS PRODUCTION FINANCE LLC. ALL RIGHTS RESERVED. She's Out of My League Copyright © 2010 DW STUDIOS L.L.C. All Rights Reserved. Green Zone © 2009 Universal Studios. All Rights Reserved.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), leads the pay-TV industry in technological breakthroughs and provides more than 14.3 million satellite TV customers, as of March 31, 2010, with the highest quality programming and technology at the best value. Customers have access to the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including the ViP 922 SlingLoaded DVR, the world's only DVR with TV Everywhere functionality. DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 200 company. Visit www.dish.com, follow on Twitter, @dishnetwork (www.twitter.com/dishnetwork), or become a Fan on Facebook, www.facebook.com/dishnetwork.

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