

# DISH Network and The Weather Channel Reach Agreement

## *Includes Development of New Full-Time Weather Forecasting Services*

DISH Network L.L.C. and The Weather Channel today announced that they have reached a multi-year agreement for continued distribution of The Weather Channel on DISH Network's programming platform.

The deal provides for collaboration between both companies in developing state-of-the-art, full-time weather forecasting services designed specifically for satellite customers, including localized weather programming on DISH Network Ch. 213 (in addition to The Weather Channel's main feed on Ch. 214), interactive TV applications, as well as new Internet and mobile services. Deployment of the new services will begin this summer.

"Through this new partnership with The Weather Channel, DISH Network is giving our subscribers exactly what they've asked for and more. Not only are we developing a unique satellite service that provides localized weather 24/7, but also we'll soon deliver personalized weather reports via the Android mobile platform and the web," said Dave Shull, senior vice president of Programming for DISH Network. "This agreement recognizes the importance of cross-platform video delivery, ensuring that our subscribers will have the most detailed local weather information available at their fingertips anytime, anywhere."

"DISH Network and their customers are extremely important to us, and maintaining and expanding our partnership is a high priority for our company," said Mike Kelly, CEO and President of The Weather Channel. "DISH Network will now be carrying two of our channels - The Weather Channel and a customized 24-hour, all-local weather information network - to provide even better service to their customers. We also look forward to working with DISH Network on other cross-platform and interactive initiatives, taking advantage of our leadership position in mobile and the Internet."

Additional terms of the deal were not disclosed.

### **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](http://www.dish.com), follow on Twitter, @dishnetwork ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork).

### **About The Weather Channel Companies**

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The Weather Channel Companies (TWCC) is made up of The Weather Channel television network, The Weather Channel digital properties, and Weather Services International (WSI). The Weather Channel(R) is based in Atlanta and is seen in more than 100 million U.S. households. TWC also operates Weatherscan, a 24-hour all-local weather network and seen in 20 of the top 25 markets; The Weather Channel Radio Network; and The Weather Channel HD. The digital properties of TWC, which include the [weather.com](http://weather.com)(R) site, The Weather Channel Desktop and [The Weather Channel Mobile](#), reach more than 40 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit [www.weather.com/press](http://www.weather.com/press).

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