

NHL® Center Ice® Pay-Per-Day Offer Available on DISH Network

DISH Network Corporation (Nasdaq: DISH):

WHAT: DISH Network L.L.C., the fastest-growing pay-TV provider in America, today introduced the NHL Center Ice Pay-Per-Day offer exclusively to customers, with select games available in HD. With this Pay-Per-Day offer, customers can purchase one day of NHL Center Ice which provides viewers with exciting high-intensity action with live games from around the League, giving customers access to NHL games outside of their local area. Blackouts and other restrictions apply.

WHEN: NHL Center Ice Pay-Per-Day is available for purchase now through the first two rounds of the 2010 Stanley Cup Playoffs.

WHY: DISH Network customers can follow elite NHL match-ups during the first two rounds of the Stanley Cup Playoffs through NHL Center Ice Pay-Per-Day offer. With a click of the remote, customers can track their favorite teams and players in the League with this offer.

HOW: Order the NHL Ice Pay-Per-Day by remote for \$19.95 on channels 626-639, call 1-877-DISH-PPV (347-4778) or visit www.dishnetwork.com/hockey. Or watch all the rest of the games available with NHL Center Ice for only two payments of \$39.95. For a complete schedule and more information, visit www.dishnetwork.com/hockey.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides more than 14.1 million satellite TV customers, as of Dec. 31, 2009, with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. 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." DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 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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Contact:

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

