

DISH Network Offers 'The Blind Side' and 'Sherlock Holmes' One Month Earlier Than Redbox and Netflix

DISH Network Corporation (Nasdaq: DISH):

WHAT: DISH Network L.L.C., the fastest-growing pay-TV provider in America, is offering blockbuster hits "The Blind Side" and "Sherlock Holmes" to customers 28 days before the films will be available from Redbox or Netflix Inc.

WHEN: "The Blind Side" is available for purchase today. DISH Network customers can purchase "Sherlock Holmes" beginning March 30.

WHY: DISH Network customers will be some of the first in the country to watch "The Blind Side" and "Sherlock Holmes" from the comfort of their own homes by ordering through DISH Cinema. With a click of the remote, customers can enjoy instant access to the movies in standard and high definition.

HOW: There are two easy ways to enjoy "The Blind Side" or "Sherlock Holmes" on DISH Cinema. Customers can watch the movies instantly On Demand in SD (\$4.99) or HD (\$6.99) by visiting channel 501, or rent by remote on DISH Network Pay-Per-View in SD (\$4.99) or HD (\$5.99) on channels 502-548. Call 1-877-DISH PPV (347-4778) or visit www.DishCinema.com.

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

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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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