DISH Network Announces Winners of 9th Annual Interactive Television Awards

Summit Includes Panel Featuring Major iTV Distributors

DISH Network L.L.C., the fastest-growing pay-TV provider in America, announced the winners of its 2009 Interactive Television Summit Awards last week, which celebrates some of the best programmers and developers in the interactive television (iTV) industry. iTV Summit brings together interactive content providers and developers from around the world to learn and discuss collaborative opportunities within the next-generation platform.

This year, DISH Network honored winners in six categories: OpenTV (Best Developer), Oberon Media (Best in Marketing and Best in Games), Ford Taurus (Best iAD Campaign), Fandango (Best User Interface) and A&E's Battles B.C. (Best iTV Program).

"iTV continues to be enjoyed by millions of DISH Network customers, and our annual Summit serves as an excellent way to celebrate our successes and discuss new opportunities," said Scott Higgins, director of iTV Sales for DISH Network. "For the first time, we featured an operator panel with seven of the largest TV distributors, where we discussed iTV cross platform production synergies, advertising ideas and consistency in viewer measurement reporting."

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Operator panelists included Higgins, DISH Network; Tyler Slocum, senior director of Advanced Services and Content for DIRECTV; Warren Lapa, vice president of Digital Sales and Business Development for Time Warner; Davina Kent, Director Strategic Alliances for Comcast; Jared Iwata, Advanced TV Advertising for Verizon; James Anderson, associate director of Interactive Television Products for Bell TV; Debbie Fitzgerald, Senior Architect, Advertising and Interactive Services for CableLabs.

DISH Network's iTV service, DishHOME, hosts a series of applications including DISH Network's six channel mosaic, and other unique features and games, including more than 30 interactive channels. DISH Network also uses the service to host interactive advertisements (iAds), which allow viewers to activate enhancements that lead to specialized content such as product information pages, discount coupons and long-form advertising channels.

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 March 1, 2010, 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.
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