

Jus One Makes U.S. Debut Exclusively on DISH Network

DISH Network L.L.C., the leader in international programming, today introduced Jus One, a religious channel from India. The channel is available exclusively in the U.S. to DISH Network customers.

"DISH Network is excited to add Jus One to our extensive lineup of international programming, providing our South Indian customers with our first South Asian spiritual channel," said Chris Kuelling, vice president of International Programming for DISH Network. "With the introduction of this great new channel, we are committed to providing the most diverse and exclusive international programming options in the United States."

Jus One, available on DISH Network Ch. 581, features religious programming covering a cross-section of religions from India aimed at Hindus, Jains, Sikhs, Indian-Christians, Buddhists and all other viewers in general. Jus One programs include daily religious hymns, discourses, prayers, educational segments, yoga and daily live call-in programs on important religious and spiritual issues affecting Indian Americans and South Asians in the U.S.

Jus One is available to DISH Network customers for \$19.99 per month as part of the Punjabi Pack, which includes five Punjabi channels, or for \$9.99 per month as an a la carte option.

DISH Network offers more than 180 international channels in more than 28 languages – more than any other pay-TV provider. To learn more about DISH Network's international programming or to order Jus One, call 1-888-723-0192 or visit www.dishnetwork.com/international.

About DISH Network

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides more than 14 million satellite TV customers, as of Dec. 10, 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.dishnetwork.com, follow on Twitter, @dishnetwork (www.twitter.com/dishnetwork), or become a Fan on Facebook, www.facebook.com/dishnetwork.

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