

# DISH Network Comments on Christmas Commercial

DISH Network today issued the following statement in response to the public's reaction over the company's use of the words "Merry Christmas" in a TV commercial:

"Since being called a 'Patriot' on last night's edition of 'The O'Reilly Factor,' DISH Network has received an outpouring of both support and displeasure from people across the country over the use of the phrase 'Merry Christmas' in a holiday greeting to customers. DISH Network acknowledges and respects the diversity of faith in our country, but at the same time recognizes the overwhelming majority that celebrate Christmas. We cannot imagine that Americans of all faiths would not want to embrace the spirit of the holiday and join us in wishing Christian Americans a very Merry Christmas."

## About DISH Network

DISH Network Corporation (NASDAQ: DISH), the nation's HD leader, provides approximately 13.851 million satellite TV customers as of Sept. 30, 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 is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com).

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