

# DISH Network Launches Fandango iTV Application on Set-Top Boxes

*Customers Can Now Order Movie Tickets from the Comfort of Their Couches*

DISH Network just made buying movie tickets a lot easier. Now, customers of the digital satellite television service who tune into DISH Network Ch. 100 will find an interactive Fandango application, which allows them to purchase movie tickets using their DISH Network remote control.

The new Fandango application, powered by OpenTV middleware, automatically uses customers' zip codes to search for nearby theater listings and show times. Subscribers with phone lines connected to their set-top boxes can use their DISH Network remote control and credit card to purchase tickets at Fandango-enabled theaters through a secure connection.

To redeem tickets, customers present their credit card at the movie theater as proof of purchase. No confirmation code is required. DISH Network subscribers can also search theater listings and show times outside of their set-top box zip code.

"Once again, DISH Network is leading the pack in interactivity through our award-winning set-top boxes, and with the addition of applications like Fandango, we are creating new value for our subscribers," said Michael Kelly, executive vice president for DISH Network. "Remote movie ticket purchasing via the set-top box is only the first step. In the future, we envision banner ads for upcoming titles, movie trailers and more for our interactive advertising clients."

"Partnering with DISH Network is a great opportunity for Fandango to extend our ticketing service to a new platform and to continue to provide consumers with even faster and more convenient ways to escape to the movies," Ted

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Hong, chief marketing officer for Fandango, said.

"We are very excited to be powering DISH Network's set-top box based movie ticket purchasing application for DISH Network and Fandango," said Tracy Geist, OpenTV's senior vice president of Market Development. "This application further demonstrates the robustness of our middleware and the advanced capabilities it can offer in launching innovative and value-added interactive services."

DISH Network's iTV service features more than 30 interactive channels, DishGAMES, DishHOME Ch. 100's six-channel mosaic and a variety of games and other features. There are more than 20 million iTV enabled DISH Network set-top boxes in the U.S.

### **About DISH Network**

DISH Network Corporation (Nasdaq: DISH) provides approximately 13.678 million satellite TV customers as of Dec. 31, 2008 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 international channels in the U.S., state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the DuoDVR(TM) ViP(R) 722 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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