

DISH Network Lights Up More National HD Channels

Today, DISH Network launched the high definition feeds of Showtime Showcase HD, SHO2 HD, The Movie Channel HD and BET J, expanding its national HD count to up to 128 channels. In addition, DISH Network also announced that it will add BET, Comedy Central, CMT, MTV, Nickelodeon, Spike TV and VH-1 in HD this spring.

"We are excited to add new national HD channels to our growing programming line-up," said Dave Shull, senior vice president of Programming for DISH Network. "Our subscribers are asking us for more HD, and we're responding by continuing to launch new local HD markets and new national HD channels, making DISH Network the best value in the pay-TV industry."

“We are excited to add new national HD channels to our growing programming line-up”

Showtime Showcase HD, SHO2 HD and The Movie Channel HD are located in the Showtime Unlimited package, available for just \$12.99 per month. BET J is part of PlatinumHD, which can be added to any programming package for \$10 per month. Existing DISH Network subscribers who upgrade to HD programming will receive PlatinumHD free for the first three months.

For more information about DISH Network's comprehensive HD line-up, visit www.dishnetwork.com.

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™ 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.

Contact:

DISH Network
Corporate Communications,
press@dish.com or 720-514-5351
Customer Service,
executivecustomerservice@dish.com
Employment Verification, voe@dish.com
