

# DISH Network Becomes First Pay-TV Provider to Offer Television Series in 1080p Resolution

## *A&E Network Delivers The Beast in Industry-First 1080p IP-VOD to DISH Network*

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the digital transition leader, along with A&E Network, today emerged as the first pay-TV provider to offer a television series in 1080p resolution quality comparable to Blu-Ray disc(TM).

A&E's new drama series The Beast is now available to DISH Network subscribers via its Internet Protocol Video On Demand (IP-VOD) platform in 1080p the day after a new episode premieres. DISH Network(R) subscribers with an MPEG-4 HD DVR receiver, a high definition television that is 1080p compatible, and a broadband connection will be able to access, download and watch The Beast.

"We are thrilled to work with A&E in pioneering these efforts by taking television to the next level using 1080p format," said Jessica Insalaco, Chief Marketing Officer for DISH Network. "As the first pay-TV provider to first offer VOD movies and now offer a TV series in 1080p, DISH Network continues to lead the industry when it comes to delivering the best quality programming options, DVR technology and overall value for our customers."

"We are excited to work with DISH Network to present The Beast on their innovative IP-VOD platform," said Mark Garner, VP Distribution, Marketing and Business Development of AETN. "The Beast represents the best-in-class drama programming viewers have come to expect from A&E and was the ideal choice to be the first series presented in stunning 1080p."

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In *The Beast*, an unorthodox but effective FBI veteran Charles Barker (Patrick Swayze) trains a rookie partner (Travis Fimmel) in his own hard-edged and psychologically intense style while being investigated by a secret Internal Affairs team. Set on the gritty streets of Chicago, Barker hazes his new partner as they work undercover, brilliantly manipulating situations, constantly testing him, and pushing him to delve deeper into his "roles."

To access the DISH Network's 1080p IP-VOD content, customers with an MPEG-4 HD DVR receiver need to select the "DVR" button on their DISH Network remote control and choose the DishONLINE feature. They can also access the IP-VOD service by selecting "Menu" on their remote, followed by DISH On Demand and DishONLINE. Subscribers will see a variety of content and must select movies with 1080p after the titles in order to get the comparable to Blu-Ray disc(TM) quality films.

DISH Network's advanced HD DVRs lead the industry, winning more Editors' Choice Awards than any other receiver. DISH Network's ViP(R)722 HD DVR operates two televisions in separate rooms and has up to 500 hours of DVR storage capacity. Additional storage space is available by connecting an external hard drive via the ViP722's USB ports.

Consumers can sign up for the best high definition programming and service in the industry with DISH Network's TurboHD programming packages, the only all-HD packages on the market, starting at \$24.99 per month. TurboHD is available in three separate tiers and includes special "turbo-charged" features and benefits such as the best quality HD available including 1080p resolution where available and the most-watched HD channels that may be viewed on any TV - analog, digital or high definition.

Current DISH Network customers looking to add the industry's best high definition experience can get a "turbo-charged" HD package for as little as \$10 more per month.

For more information about DISH Network's 1080p programming, new HD channels and TurboHD system and packages, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

## **About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.78 million satellite TV customers as of Sept. 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP(R)722 HD DVR, which received the

Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474) for more information.

## About A&E Network

A&E is "Real Life. Drama." Now reaching more than 97 million homes, A&E is television that you can't turn away from; where real life shows are dramatic and scripted dramas are authentic. A&E offers a diverse mix of high quality entertainment; ranging from the network's original scripted series including "The Cleaner" starring Benjamin Bratt and "The Beast" starring Patrick Swayze, to signature Real-Life franchises, including the Emmy-nominated "Intervention," "Dog The Bounty Hunter," "Paranormal State" and "Cris Angel Mindfreak," and the most successful justice shows on cable, including "The First 48" and "Crime 360." The A&E website is located at [www.aetv.com](http://www.aetv.com). For more press information and photography please visit us on the web at [www.aetvpress.com](http://www.aetvpress.com).

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