DISH Network Launches DishMEXICO Programming Package

Industry's First Package Designed Specifically for Mexican Viewers

DISH Network Corporation (Nasdaq: DISH), the third largest pay-TV provider and digital transition leader, today launched DishMEXICO, the first programming package in the United States designed specifically for Mexicans.

DishMEXICO has more than 50 channels and features some of the most popular Mexican networks such as Univision, Azteca America, Galavision, Teleformula, Telefutura, Telehit, De Pelicula, and De Pelicula Clasico, plus six Latino music channels including Viva Mariachi, Fiesta Mexicana and La Frontera.

The new package also includes the launch of two of the newest and most sought-after channels: Bandamax, the only channel in the U.S. exclusively dedicated to the most popular Mexican and other Latino music categories; and CBeebies, a Mexican-focused, Spanish-language channel developed by BBC that delivers educational and entertainment content for preschoolers, an underserved target in the Spanish-language TV market, available exclusively on DISH Network. DISH Network plans to launch additional exclusive content in the next few weeks.

"DISH Network continues to be a pioneer in Latino programming and now is the exclusive provider of a Mexican-oriented channel package," said Eric Sahl, senior vice president of Programming for DISH Network. "Nowhere in America will you find the number of high quality channels DishMEXICO offers for an introductory price of just $9.99 per month, including local channels."

"DishMEXICO is an exciting addition to our already extensive Latino programming package lineup, and having Andrea Legarreta as our spokeswoman will help promote the package to those customers who want exclusive Mexican programming at a fantastic price"

To promote the new package, DISH Network is rolling out a series of TV spots and print advertisements featuring popular Mexican television star Andrea Legarreta, who has appeared in many telenovelas and movies, and currently hosts popular talk show "Hoy" on Televisa.

"DishMEXICO is an exciting addition to our already extensive Latino programming package lineup, and having Andrea Legarreta as our spokeswoman will help promote the package to those customers who want exclusive Mexican programming at a fantastic price," said Jessica Insalaco, Chief Marketing Officer for DISH Network.

To order DishMEXICO, customers can visit http://www.dishmexico.com or call 1-888-599-DISH. DishMEXICO, which includes local channels, is $9.99 per month for the first six months of service. Once the promotion period ends, DishMEXICO is $19.99 per month.

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 http://www.dishnetwork.com or call 1-800-333-DISH (3474) for more information.

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