

DISH Network Introduces First Digital-to-Analog Converter Box With DVR: DTVPal DVR

Converter Box Available for Preorder Nov. 19 Via www.DTVPal.com

DISH Network Corporation (Nasdaq: DISH), the digital transition leader, today announced its much anticipated DTVPal(TM) DVR will be available for preorder nationwide starting Nov. 19, with sales projected to begin in mid-December. The DTVPal(TM) DVR is the only digital-to-analog converter box sold in the U.S. that offers digital video recording functionality.

Winner of CNET's 2008 "Best of CES" award in the Home Video category, the DTVPal(TM) DVR gives consumers the flexibility to watch their favorite over-the-air programming whenever they want via its advanced recording features - the same technology included in DISH Network's award-winning ViP Series DVR receivers. The DTVPal(TM) DVR also allows for viewing HD programming over-the-air in addition to standard definition digital programming, providing access to the best resolution available from local stations.

"The DTVPal(TM) DVR is the first product of its kind in the converter box market, and gives consumers not only the benefit of receiving digital and high definition signals, but also brings their TV experience to a new level with the ability to record up to 150 hours of standard definition or up to 30 hours of high definition programming," said Tom Stingley, executive vice president of Sales and Distribution for DISH Network. "Now consumers who watch over-the-air programming don't have to be tied to their TV schedules, but rather can enjoy their favorite shows at their leisure, on their time."

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The DTVPal(TM) DVR joins DISH Network's suite of top-rated converter boxes such as the TR-40 CRA, DTVPal(TM) and DTVPal(TM) Plus, and includes all the popular features like analog pass-through, an easy-to-follow setup wizard, a best in class* electronic program guide with up to seven days of program listings, parental controls, program search, auto tune timers for program recording on a connected VCR, closed caption support, a remote control, and signal strength screen pop-ups that can troubleshoot lost signals. DISH Network's suite of digital-to-analog converter boxes were designed and engineered by DISH Network's technology provider, EchoStar Technologies LLC, an award-winning digital media leader in set-top box design and deployment.

While the National Telecommunications and Information Administration (NTIA) has not authorized the DTVPal(TM) DVR for its coupon program due to the box's enhanced features, DISH Network has instituted an instant rebate that saves consumers an additional \$10 over the \$40 coupon value. The DTVPal(TM) DVR retails for \$299, but with the rebate is \$249 - a savings of \$50.

Consumers can also prepare for the digital transition by subscribing to pay television. DISH Network offers the best value in entertainment with the lowest all-digital price every day, along with unmatched technology and award-winning customer service that has surpassed major cable TV providers for the past eight years. The recently introduced DISH Network American and Latino Welcome Packs feature 20 popular channels for less than \$10 per month. Or for as little as \$19.99 per month (additional \$5 for local channels), DISH Network customers can subscribe to the DishFAMILY package and receive over 40 popular channels, plus free installation and activation.

For more information about DISH Network, visit www.dishnetwork.com or call 1-800-333-DISH (3474). To learn more about DISH Network's solutions for the digital transition, such as the DTVPal(TM) DVR, visit www.dtvpal.com.

*CNET Review, June 19, 2008

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 or call 1-800-333-DISH (3474) for more information.

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