Pace International Becomes National Content and Hardware Partner of DISH Network

DISH Network Corporation (Nasdaq: DISH), the digital television leader, announced today that it has signed national content and hardware distribution agreements with Pace International and newly-formed Pace CSO, Inc. Pace will offer DISH Network content, set-top boxes and hardware, system design, marketing, technical support, customer support and billing to triple-play communities throughout the United States.

Pace International, a leading national distributor in the direct broadcast satellite commercial and multi-family business has expanded its operations to encompass this partnership with DISH Network. Pace will offer the full lineup of both DISH Network content and hardware to operators targeting triple-play communities. This comprehensive approach will allow Pace to "capture the community" as a single turnkey solution, including billing for properties and operators offering triple play.

"DISH Network and Pace are perfect complements to each other. Together, we've created the DBS industry's first scalable multi-family business model. This offering is a cost-effective way to help providers grow their subscriber base," said Vern Swedin, President of Pace. "With its MPEG-4 optical network and 1080p technology, DISH Network has shown clear vision about offering video content and services that customers want. We are positioned perfectly to provide those industry-leading services to multi-family communities."

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"Pace will continue to support its existing customers and properties with hardware and turnkey solutions," added Swedin. "We are committed to our loyal customers, who can expect the same high quality products and service they've enjoyed since 1972."

"DISH Network is excited about its partnership with Pace International and the opportunity to expand our business," said Tom Stingley, executive vice president of Sales & Distribution for DISH Network. "Partnering with Pace will give us valuable resources and infrastructure to provide more and more consumers in multi-family living environments with the best entertainment experience in the country."

Pace has delivered hardware and content solutions through its operator base to hundreds of thousands of units in commercial, SMATV, and MDU markets as a leading satellite distributor. Pace now extends its expertise to deliver DISH Network products, including the newly introduced TurboHD.

About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 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 ViP722(TM) 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/aboutus or call 1-800-333-DISH (3474) for more information.

About Pace International

Pace International is an industry-leading North American distributor, manufacturer, and value-added reseller of satellite, cable TV, home theater, audio, and telecommunications products. In addition, Pace supplies a wide range of installation tools and supplies from leading manufacturers, including DeWalt, Milwaukee, Bosch, Panasonic, and others through its Master Vendor Procurement MVP(TM) program. Pace offers personalized customer support, installation training, and customized system design services. Visit http://www.paceintl.com or call 1-800-444-PACE (7223) for more information.

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