

# DISH Network and Ensequence Partner With NBC Universal to Deliver Innovative Interactive TV Experience for 2008 Beijing Olympic Games

## *Six-Screen Mosaic and Interactive Triggers Enhance NBCU's 2008 Beijing Olympic Games Viewing Experience*

DISH Network Corporation (Nasdaq: DISH), the third largest pay-TV provider and the digital transition leader, and Ensequence, the interactive TV company, today announced that NBC Universal (NBCU) has selected them to transform NBCU's coverage of the 2008 Beijing Olympic Games into a fully interactive experience.

DISH Network(R) will offer NBCU's 2008 Beijing Olympic Games coverage through its Interactive TV (iTV) mosaic, a multiple-screen showcase, available to more than 12 million iTV-enabled DISH Network subscribers. Airing from August 8 - August 24, 2008, the iTV mosaic will broadcast from six NBCU channels: CNBC, MSNBC, Oxygen, USA Network and two Olympic highlight channels. DISH Network subscribers can watch all six screens simultaneously or select one channel to watch in full-screen.

"DISH Network's iTV mosaic is an excellent platform to showcase NBCU's coverage of the 2008 Beijing Olympic Games by giving customers a unique viewing experience that allows them to watch four live events and two highlight channels or select one channel for full-screen viewing," said Michael Kelly, executive vice president of DISH Network. "The mosaic is an important component of DISH Network's more than 25 existing iTV channels -- the most offered by any pay-TV provider in the U.S. - and serves as a great option for fans of NBCU's 2008 Olympic Games coverage to follow their favorite events and athletes."

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In addition, Ensequence was chosen by NBCU to provide a separate interactive application on DishHOME (DISH Network Ch. 100). NBCU's 2008 Beijing Olympic Games experience wraps interactivity around live programming on DISH Network. Viewers are able to use their remote control to instantly:

- Access athlete profiles
- Read late-breaking news
- View video highlights of the day's events
- Track each country's medal counts
- Learn more about featured sponsors
- See the team USA report
- Learn more about Beijing and the event venues

This represents the second time that NBCU and Ensequence have teamed up to deliver interactive television to viewers.

"NBC Universal and DISH Network continue to set the pace for the entire industry with interactive television and we're excited to be partnering with them to create and deliver the 2008 Beijing Olympic

Games interactive television experience," said Dalen Harrison, Ensequence CEO. "The world's most innovative programmers such as NBC Universal are realizing that interactive television delivers the engagement and accountability of the internet, giving them the best of both worlds."

DISH Network recently announced the addition of two high-definition specialty channels to its HD line-up solely dedicated to the 2008 Beijing Olympic Games. The NBC Olympic Soccer Channel and NBC Olympic Basketball Channel will offer customers HD coverage of each sport for 24-hours per day during the Games. For more information about the 2008 Beijing Olympic Games, visit [NBCOlympics.com](http://NBCOlympics.com) via the DISH website. DISH Network, including its comprehensive iTV line-up, call 800-333-DISH (3474) or visit <http://www.dishnetwork.com>.

### **About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides more than 13.79 million satellite TV customers 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 Ensequence**

Ensequence, the interactive television company, is changing the future of television. Ensequence partners with the world's most innovative programmers, advertisers and distributors to create the most sophisticated interactive television experiences and deliver these experiences across the widest range of platforms -- including television, broadband, mobile devices and Blu-ray Discs. The combination of their award-winning software suites and professional services makes it possible to dynamically build and quickly deploy highly targeted interactive television content and easily measure results with near real-time, web-like performance metrics. Ensequence clients include: MTV Networks, NBC Universal, ESPN, The Walt Disney Company, Major League Baseball Advanced Media, QVC, HSN, Nike, Ford Motor Company, Hewlett-Packard, DIRECTV, DISH Network and British Sky Broadcasting. To experience the future of television, visit <http://www.ensemble.com>.

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