DISH Network Adds New, Local Features to DISH Decision 2008 Interactive Platform

New Software From BIAP Provides Voters With More Local and National Political Information

DISH Network Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider and the digital transition leader, today announced the addition of new features to its DISH Decision 2008 interactive television (iTV) platform. Located on DishHOME Channel 100, DISH Decision 2008 now includes categories such as "My Elections," "News," and "Polls." Existing applications such as "You Decide 08" and "For President" feature new designs and updated information. DISH Network(r) launched the interactive portal in January to provide unbiased election coverage to its more than 13.8 million customer subscribers.

DISH Decision 2008 also provides advertisers with the ability to utilize interactive technology to reach targeted audiences with precise messaging. For example, a national committee for a political party may purchase advertising space for a candidate in a local U.S. congressional race. When DISH Network subscribers select the advertisement, the application activates to U.S. House and Senate candidates based on the subscriber's zip code. Advertising options include 30-second commercials, lists of campaign events, candidate information, campaign contributions and more. These advanced features are available to all DISH Network customers free of charge, and no additional equipment is required to run and view the service.

"Through multiple applications, DISH Network customers and advertisers now have access to a variety of interactive tools to stay informed during the 2008 election cycle," said Michael Kelly, executive vice president for DISH Network. "Our subscribers can learn more about presidential candidates and their stances as well as local U.S. congressional and gubernatorial races; this is another example of how DISH Network's interactive team is utilizing its technology to provide services nationally and locally for our subscribers."

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"The 2008 election is truly a television event," said Tim Peters, BIAP CEO. "What a tremendous advantage for DISH Network subscribers to have access to these great websites on a single page. It also serves as a breakthrough for advertisers to be able to segment their message in a national buy. An advertisement for a presidential candidate might appear on agricultural in farming states, while their views on social security might be shown in states with high concentrations of retirees. You can segment right down to each individual zip code. I am proud of our sophisticated BIAP technology that allows this targeting."

"My Elections" allows DISH Network subscribers access to localized, unbiased information about U.S. House and Senate races within their states and other states. The iTV platform matches a subscriber's zip code against a database of U.S. House and Senate candidates and provides his or her local candidate information to DISH Network subscribers. The service also provides information about gubernatorial races.

Other new features include a "News" category that provides up-to-the-minutes political content from

MSNBC. "Polls" provides DISH Network subscribers with the ability to follow stories and access the latest polls on the presidential and U.S. congressional races from Rasmussen Reports. DISH Network customers may also participate in the DISH Decision Poll and the Rasmussen "Question of the Day" by using their mobile phones.

Upgraded applications include "You Decide 2008" and "For President." The "For President" category lists all presidential candidates running for office. DISH Network customers may select a candidate to learn more information about his or her political beliefs. "You Decide 2008" platform allows DISH Network subscribers to research and learn more information about the current presidential field by asking a series of questions based on top political issues. The application matches a subscriber's answers with presidential campaign stances and advises which candidate best matches his or her political beliefs.

To launch DISH Network iTV applications, customers can go to DishHOME channel 100 and select a category. Customers will be able to select from a series of iTV applications.

DISH Network offers the most robust iTV services in the U.S. with an interactive menu that includes a variety of virtual and enhanced channels. DISH Network has the most iTV enabled set-top boxes with more than 13 million households.

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.815 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for eight years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), 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/aboutus or call 1-800-333-DISH (3474) for more information.

About BIAP

BIAP (Broadband Interactive Applications) is a leading iTV media company with patented technologies that make television advertising more valuable. The technologies are compatible with any digital edge device across cable, satellite, broadband, and mobile. Through its iTV product suite, BIAP elicits viewer engagement resulting in a personalized and convenient TV viewing experience. BIAP develops identity-protected consumer profiles that enable advertisers to develop targeted and highly relevant messages. BIAP creates products for key demographic groups that have high consumer appeal including local search, sports, t-commerce, and enhanced TV. BIAP's partners include: NBC, eBay, and Hearst's Talking Phone Book. BIAP is currently carried in a growing number of markets across the United States with DISH Network and Time Warner Cable. Corporate headquarters are in Plano, Texas, with research and development in Sterling, Virginia.

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