

# DISH Network Launches NESN HD

DISH Network Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider, today announced the launch of the New England Sports Network (NESN), New England's most-watched sports network, in high definition (HD). NESN is available in standard definition (SD) on DISH Network channel 434 and HD games are available on channel 434 HD to customers who subscribe to America's Top 100 Plus or higher programming packages.

"Adding the New England Sports Network in HD to our existing Regional Sports Networks lineup gives New England sports fans all the more reason to subscribe to DISH Network," said Eric Sahl, senior vice president of Programming for DISH Network. "By combining the latest and most popular HD sports programming with the functionality and technology of our industry-leading dishDVR, customers will find multiple ways to enhance their viewing experience."

"We are pleased DISH Network subscribers will have Red Sox and Bruins game in high definition on NESN HD," said Sean McGrail, NESN president. "NESN has been a leader in the industry, delivering more HD sports programming than any other RSN in the country."

NESN, the definitive source for New England sports programming, is the top rated regional sports network in the country delivering award winning Red Sox and Bruins coverage, a popular sports news and highlights program NESN SportsDesk and a unique sports debate and discussion show The Globe 10.0. NESN is also the first regional sports network in the country to originate every game and studio show in HD.

DISH Network offers customers a wide variety of HD sports programming including 22 HD Regional Sports Networks. New subscribers may enjoy DISH Network's award winning ViP722, a dual-tuner HD dishDVR. The ViP722 receiver can record live TV, allowing sports fans to pause, rewind and fast forward programming and create their own instant replays.

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For more information about DISH Network call 1-800-333-DISH (3474), visit [www.dishnetwork.com](http://www.dishnetwork.com), or visit your local DISH Network retailer.

## About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.78 million satellite TV customers with industry-leading customer satisfaction, which has surpassed major cable companies for seven 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](http://www.dishnetwork.com/aboutus) or call 1-800-333-DISH (3474) for more information.

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