

# DISH Network First to Carry Veria TV Natural Wellness Channel

Veria, a company dedicated to bringing natural wellness to the mainstream, along with EchoStar Communications Corporation (Nasdaq: DISH) and its DISH Network® satellite TV service announced today the premier of Veria TV, a destination channel showcasing the natural wellness lifestyle. DISH Network is the first provider to offer Veria TV.

DISH Network subscribers will be able to access a full schedule of quality lifestyle original programming, featuring a wide range of shows focusing on such areas as food and nutrition, travel, exercise, alternative medicine and holistic health to redefine common perceptions about wellness. Veria TV was created based on research that shows more than 200 million Americans have expressed a strong desire to live more naturally and another 80 million have stated that maintaining health and vitality is the most important goal in their lives.

“We are proud to offer programming dedicated to helping our subscribers achieve happier and healthier lives”

"Wellness begins with understanding natural ways of living and a desire to live in harmony with the natural world," said Subhash Chandra, founder and Chairman of Veria. "People everywhere want to look and feel good and to live in peace and happiness. Veria expresses these fundamental human desires, shared by millions of people throughout the world."

"We are proud to offer programming dedicated to helping our subscribers achieve happier and healthier lives," said Eric Sahl, senior vice president of Programming for DISH Network. "The addition of Veria TV speaks to our overarching goal to provide programming that is as diverse as our audiences."

Veria TV, which will air 24 hours per day, seven days per week, is available to DISH Network subscribers at no additional charge as part of the America's Top 250 package or separately for \$2.99 per month. Subscribers can preview the channel free in October on DISH Network's Preview Showroom (Ch. 281). For more information or to subscribe to DISH Network, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

In addition to the television network, Veria has launched a powerful internet portal, [www.veria.com](http://www.veria.com), as well as a national chain of wellness centers and in 2009, a selection of Veria services that includes a wellness helpline and lifestyle retreats dedicated to teaching alternative wellness treatments.

## About Veria

Veria is the primary consumer brand of Natural Wellness USA, a wholly owned subsidiary of the Essel Group. The Essel Group is a multi-million dollar conglomerate encompassing television networks, cable systems, satellite communications, theme parks, and one of the world's largest packaging companies. For more information, go to [www.veria.com](http://www.veria.com).

## About EchoStar Communications Corporation

EchoStar Communications Corporation (Nasdaq:DISH) has been a leader for more than 26 years in satellite TV equipment sales and support worldwide. The Company's DISH Network™ is the fastest-growing pay-TV provider in the country since 2000 and currently serves more than 13.585 million satellite TV customers. DISH Network offers a premier line of industry-leading Digital Video Recorders (DVRs) and

hundreds of video and audio channels as well as the most national HD and International channels in the U.S., Interactive TV, Latino and sports programming. DISH Network also provides a variety of package and price options including the lowest all-digital price in America and the DishDVR Advantage Package. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit [www.echostar.com](http://www.echostar.com) or call 1-800-333-DISH (3474) for more information.

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