

DISH Announces Extension of iPad Promotion Through 2014

*DISH enhances promotional offer with choice of popular iPad Mini
Promotion gives new Hopper customers the power to watch TV anytime, anywhere*

LAS VEGAS--([BUSINESS WIRE](#))--Beginning Jan. 17, DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), will extend its promotion offering qualified new subscribers the choice of an iPad® instead of first-year programming discounts for customers who sign up for the Hopper® with Sling® Whole-Home HD DVR and a qualified programming package. As part of the extension, DISH will now offer customers the enormously popular iPad Mini, which is lighter, slimmer and easier to carry than the tablet previously featured in the promotion.

"People are on the go more than ever and it's critical DISH provides a service that fits into their lives," said James Moorhead, chief marketing officer of DISH. "With the combination of the Hopper, our acclaimed mobile apps and now our free iPad Mini offer, DISH provides the industry's best mobile video experience."

Last month DISH announced its updated DISH Anywhere™ app for iOS devices. Among the enhancements is the integration of the Hopper Transfers feature, giving customers the ability to view recorded content when no Internet connection is available.

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About The Promotion

The Hopper and iPad Mini offer requires activation of new qualifying DISH service with 24-month agreement and credit qualification. Monthly DVR and receiver fees apply. All prices, fees, packages, programming, features, functionality and offers subject to change without notice. To qualify, customers must select the Hopper system and minimum of America's Top 120 package. Please allow 4-6 weeks for delivery. This offer cannot be combined with promotional pricing. Offer not available in Puerto Rico or USVI. Activation fees may apply. Visit www.dish.com for more details.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.049 million satellite TV customers, as of Sept. 30, 2013, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life®. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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