

# DISH Network Launches Bolão da DISH Contest to Brazilian Communities in the U.S.

## *Offers Chance to Win \$1 Million (USD) Prize*

DISH Network L.L.C. (NASDAQ: DISH), the nation's third largest pay-TV provider, in conjunction with TV Globo Internacional and PFC-O Canal do Futebol today announced the launch of [Bolão da DISH](#), an online soccer contest that offers participants a chance to win \$1 million (USD). Created exclusively for Brazilian communities in the U.S., Bolão da DISH mirrors Brazil's popular 1980s lottery "Loteria Esportiva" and features its famous mascot Zebrinha.

According to Caio Schmidt, Rio native and international marketing manager at DISH Network, Bolão da DISH showcases the level of commitment DISH has to audiences interested in international programming and promotion options. "We know our Brazilian consumers well," he says. "They are passionate, engaged and will finally have the opportunity to participate in a national contest tailored to them."

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Bolão da DISH contestants are tasked with choosing the accurate outcomes of 25 soccer games from Feb. 29 to April 22 at [www.bolaodadish.com](http://www.bolaodadish.com). After the contest begins, participants may return to this site to track their progress and debate their predictions with friends on Facebook and Twitter. The \$1 million prize will be awarded to the contestant who correctly predicts the outcome of every match, or split among all winners if there is more than one contestant who correctly predicts all outcomes. Consolation prizes include HDTVs, a PlayStation 3 with FIFA Soccer 2012, official soccer jerseys of Brazil's national team and soccer balls.

No DISH Network purchase necessary. Limited to one entry per person or two entries per person with purchase of DISH Network subscription. Legal residents of the 50 United States (D.C.) 18 years and older. Void where prohibited. Sweepstakes ends 4/21/12. Must enter by 2/28/12 to be eligible to win the grand prize. For official rules, prize descriptions and odds disclosure, visit <http://www.bolaodadish.com/public/en/fulfillment/rules.pdf>. Sponsor: DISH Network L.L.C., 9601 S. Meridian Blvd, Englewood, CO 80112.

## **About DISH Network**

DISH Network L.L.C., the U.S. leader in international programming, provides more than 200 ethnic channels in 29 languages – more than any other pay-TV provider. DISH's Brazilian programming options include TV Globo Internacional, PFC, Record, RBTI and TV Brasil. Customers can also purchase DISHWorld, an affordable option that allows viewers to watch TV Globo Internacional via broadband internet connection; no antenna installation is required. To learn more about DISH Network's international programming or order a Brazilian programming package, visit [www.dishnetwork.com/international](http://www.dishnetwork.com/international) or [www.dishworldiptvbrasil.com](http://www.dishworldiptvbrasil.com).

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