

# C Spire Wireless Launches Retail, Marketing Partnership With DISH

## *DISH Presence in Wireless Retail Stores to Promote TV Everywhere Services and New Hopper HD DVR*

DISH (NASDAQ: DISH), a leading pay-TV provider, today announced a strategic partnership with C Spire Wireless, the only U.S. wireless provider that offers consumers and businesses a full suite of personalized wireless services, to promote DISH's TV Everywhere™ products and DVR technologies in the wireless carrier's retail locations.

C Spire, the nation's largest privately held wireless provider with a footprint covering more than five million consumers in four states in the Southeast, is installing demonstration areas designed to engage customers and show DISH's TV Everywhere technology. C Spire customers who subscribe to DISH programming can watch live TV anywhere, anytime on their smartphones and tablets using the DISH Remote Access app or DISH's viewing portal, [www.dishonline.com](http://www.dishonline.com).

"With DISH, wireless customers can tune in to their home TV and watch their favorite sports team or television program on their wireless mobile device," said Joseph Clayton, CEO of DISH. "This convenience is made possible by the convergence of DISH technology and C Spire's mobile broadband services. DISH is the only pay-TV provider that enables wireless customers to watch live TV anywhere, inside and outside the home."

C Spire, the wireless industry leader in consumer smartphone penetration, offers the latest feature phones, smartphones and mobile broadband devices across all major mobile operating system platforms, including Apple's iPhone, Android, RIM's BlackBerry and Microsoft Windows Phone.

"As a leader in wireless technology and innovation, we're committed to helping consumers personalize their smartphones and tablets in new, meaningful and relevant ways," said Hu Meena, president and CEO for C Spire Wireless. "Three-screen convergence is an important element of our personalized services and DISH will help us deliver a converged, integrated video and entertainment experience for consumers on their smartphones and tablets."

In addition to marketing DISH's TV Everywhere products, C Spire is also showcasing DISH's recently introduced Hopper, the most technically advanced whole-home HD DVR in the industry, at most of its retail locations, including the flagship Renaissance store in Ridgeland, Miss. The Hopper entertainment system lets DISH customers easily record, pause, and play back different shows in up to four rooms in the house.

The Hopper's new, unparalleled feature, PrimeTime Anytime™, allows customers to enable a feature to record -- with a single click -- all of the primetime TV programming from the networks that deliver the most popular shows during primetime: ABC, CBS, FOX and NBC. Once activated by a customer, PrimeTime Anytime records network programs in high definition, where available, every night and stores them for eight days after they have aired.

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To watch live TV on wireless mobile devices, subscribers need a DISH Sling® Adapter and a broadband-connected compatible DISH HD DVR receiver. More information about DISH's TV Everywhere technology is available at [www.dishnetwork.com/tveverywhere](http://www.dishnetwork.com/tveverywhere).

## About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.967 million satellite TV customers, as of Dec. 31, 2011, 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's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com).

## About C Spire Wireless

C Spire Wireless is a diversified wireless communications company passionately committed to helping customers by personalizing wireless services designed just for them. The company is the first wireless provider in the U.S. to personalize customers' experience by offering apps that fit who they are, services that anticipate their needs, and rewards for using their phone in new ways -- all with seamless ease and at amazingly fast speeds. This news release and other announcements are available at <http://www.cspire.com/news/>. For more information about C Spire Wireless and its products and services, visit [www.cspire.com](http://www.cspire.com) or follow us on Facebook at [www.facebook.com/cspire](http://www.facebook.com/cspire), Twitter at [www.twitter.com/cspire](http://www.twitter.com/cspire) or [Google+](https://plus.google.com/).

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