

DISH Enhances Its International IPTV Services

DISH Network Corporation (Nasdaq: DISH):

- *DISHWorld's live international content now viewable via Macs, PCs*
- *Family View allows up to three devices per account at the same time*
- *New channels added in Arabic, Brazilian, Tamil, Telugu and Urdu*
- *Free two-week trial available to new customers*

DISH (NASDAQ: DISH), one of the nation's leading pay-TV providers, has improved the DISHWorld IPTV experience by expanding content to computers through a new application, improving its viewing flexibility and by debuting new programming. Launched in May, DISH's over-the-top IPTV international channel service was initially available only on the Roku platform.

"We've made significant enhancements that expand consumer choice and control, and we expect customers to be particularly pleased with Mac and PC access to DISHWorld content," said Chris Kuelling, vice president of International Programming at DISH. "Subscribers simply go to the DISHWorld IPTV website, create an account and download an application to watch their favorite international programming on their computers."

In addition to the increased accessibility, DISHWorld launched Family View, a feature that allows customers to watch content on up to three devices at the same time, without the need for multiple accounts.

"For each account, a customer can add up to two additional devices, including the newly-launched Mac or PC app, for a monthly fee of \$10 per device," said Kuelling. "Now family members can view what they want, when they want -- mom can watch a news program and dad can watch sports, while the kids watch cartoons on the computer."

Expanding its existing content to a total of 72 channels in seven languages, DISHWorld introduced 20 new, live channels:

Arabic: Al Hayah 1, Al Hayah Cinema

Brazilian: Record TV

Tamil: Adithya, Kalaignar, KTV, Jaya Max, Jaya Plus, Jaya TV, Sirippoli, SUN Music, SUN TV, Vijay International

Telugu: Gemini Comedy, Gemini Movies, Gemini TV, Maa TV, TV5 News, TV9 Telugu, Zee Telugu (coming soon)

Urdu: QTV

A free two-week trial is currently available to new customers on any compatible device. The preview allows customers to sample an a la carte channel, a programming package or the Family View feature.

For more information or to subscribe to DISHWorld, call 1-877-811-4788, visit www.dishworldiptv.com or access the Roku Channel Store on any Roku 2 streaming player. Programming packages start as low as \$14.99 per month. No upfront cost, minimum term, social security number, credit check or DISH satellite subscription is required. Foreign language content providers interested in launching on DISHWorld should email ottpartner@dish.com.

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About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.061 million satellite TV customers, as of June 30, 2012, 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'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.

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