

# 'TV Flies Free' on Southwest Airlines Compliments of DISH

*DISH and Southwest Airlines announce free live and on-demand TV now available to Customers' certain personal devices on all Wi-Fi equipped Southwest flights  
DISH surprises more than 100 Southwest Customers with a free iPad 2 in honor of the new partnership  
New DISH customers can receive Southwest Rapid Rewards Points and iPad 2 as part of new DISH promotion*

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--DISH (NASDAQ:DISH), the leading pay-TV provider, today announced "TV Flies Free" marking the first time TV entertainment is free for passengers aboard Southwest Airlines® (NYSE:LUV). Beginning today for Southwest Customers using iPhone®, iPad® and iPod touch®, or most other Internet-ready personal devices, DISH is providing free access to live TV and up to 75 on-demand shows on the airline's more than 400 Wi-Fi-enabled aircraft.

The news was unveiled by DISH's "Boston Guys" who surprised each of the passengers aboard a Southwest flight from Boston to Baltimore with a free iPad 2 on behalf of the two companies. Southwest Customers and Crew greeted the news with spirited applause, as for the first time, Customers flying on Southwest Airlines can stream directly to their personal devices live TV and up to 75 on demand titles for free, a savings of \$5 per day. Over the past year, the "Boston Guys," have popularized DISH's Hopper® Whole-Home HD DVR with their Boston accents featured humorously in DISH's "Hoppa" commercials.

"DISH and Southwest are two iconic American brands known for putting the customer first, providing products, services and experiences they truly demand," said DISH President and CEO Joe Clayton. "It's only logical our two companies should team up to give passengers free live TV and on-demand shows on flights around the country."

Clayton added: "Customers using DISH's award-winning DISH Anywhere™ and Hopper Transfers™ apps on their iPad can watch all their live TV, DVR recordings and on-demand shows anywhere, anytime via Wi-Fi connection or Hopper Transfers. Now, on Southwest, they can use an iPad to watch free live TV and on-demand shows. It's a perfect fit."

"Southwest Airlines continues to innovate and evolve our on-board Customer experience," said Kevin Krone, Chief Marketing Officer at Southwest Airlines. "We started with Wi-Fi and now have expanded to television. This new offer puts free television in the hands of our Customers. Just one more way Southwest offers more value at 37,000 feet."

In-air access to live TV, on-demand programming and Wi-Fi connectivity is delivered by Southwest's satellite-based inflight entertainment and connectivity partner, Row 44, a subsidiary of Global Eagle Entertainment, Inc. (NASDAQ: ENT).

## PROMOTION AND SERVICE DETAILS

As part of the agreement, DISH also announced a promotion for new DISH customers signing up for the Hopper Whole Home DVR and a qualified programming package, offering 12,500 points in Southwest's Rapid Rewards frequent flyer program and the choice to receive an iPad 2. DISH is teaming up with

“It’s only logical our two companies should team up to give passengers free live TV and on-demand shows on flights around the country.”

Southwest Airlines for the nationwide marketing campaign to make its offer available to the airline's Customers.

Southwest's in-air live TV, delivered by connectivity partner Row 44, is available on most Internet-ready devices on most flights. The live-TV lineup currently features Bravo, CNBC, FOX 5 New York (WNYW), FOX Business Network, FOX News Channel, Golf Channel, MLB.com (Major League Baseball, when games are available), MSNBC, NBC 4 (WNBC), NFL Network, Food Network, HGTV and Travel Channel. Popular TV show episodes are also available on demand as part of the TV lineup. Free TV, compliments of DISH, is a limited-time promotion.

View the video of the Boston Guys' announcement of "TV Flies Free" at <http://www.blogsouthwest.com/video/%E2%80%9Ctv-flies-free%E2%80%9D-southwest-airlines-0>.

## **About DISH**

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.092 million satellite TV customers, as of March 31, 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'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 Southwest Airlines Co.**

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

## **About the Rapid Rewards and iPad 2 Promotional Offer**

DISH's promotion offers new subscribers 12,500 points in Southwest's Rapid Rewards frequent flyer program and the choice of iPad 2 instead of first-year DISH programming discounts when signing up for the Hopper with Sling® Whole-Home HD DVR and a qualified programming package. New DISH customers will be able to take advantage of a comprehensive TV anywhere experience driven by the industry-leading Hopper entertainment platform.

The 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](http://www.dish.com) for more details. All Rapid Rewards Rules and Regulations apply. Please allow 8-10 weeks for Rapid Rewards Points to be deposited.

## **About Row 44, Inc.**

Row 44, Inc., a subsidiary of Global Eagle Entertainment Inc. (Nasdaq: ENT), is a satellite-based in-flight Wi-Fi and entertainment content provider for commercial airlines. Row 44 enables airlines worldwide to provide their travelers with high-speed Internet connectivity, access to world-class entertainment

content, including live television and streaming Video-On-Demand, and local activities that can be booked en route, all streamed directly to their Wi-Fi-enabled devices. Row 44, through their airline partners, has a fleet of nearly 500 high-speed Wi-Fi-enabled planes that operate over land and sea. The Row 44 platform uses Ku-band satellite technology for connectivity to deliver airline passengers a quality travel experience, and airlines incremental revenue and growth opportunities. To learn more, please visit [www.row44.com](http://www.row44.com).

Photos/Multimedia Gallery

Available: <http://www.businesswire.com/multimedia/home/20130702005277/en/>

## Contact:

DISH

John Tagle, 303-723-3348

[john.tagle@dish.com](mailto:john.tagle@dish.com)

[@DISHNews](#)

or


Southwest Airlines

Katie McDonald, 214-792-4847

[katie.mcdonald@wnco.com](mailto:katie.mcdonald@wnco.com)

[www.swamedia.com](http://www.swamedia.com)

---

Additional assets available online:  [Photos \(2\)](#)