

DISH Readies Fans for College Football with Announcement of SEC Network Channel Number

*Provides more than 45 exclusive SEC football games this year on SEC Network
Delivers more than 1,000 live sporting events from SEC Network
Adds SEC Network and Longhorn Network to America's Top 120+*

ENGLEWOOD, Colo.--(BUSINESS WIRE)--To ensure fans can find the action when SEC Network officially launches on August 14, DISH announced today it will air on channel 404 within the [Hopper® Whole Home HD DVR's](#) channel guide. Current DISH customers who subscribe to the America's Top 120+ package and above will receive both SEC Network and Longhorn Network at no additional cost.

"Saturday is the new Sunday and DISH is proud to deliver the best in college sports with SEC Network, Pac-12 Networks, Big Ten Network and Longhorn Network," said Joseph P. Clayton, DISH President and CEO. "DISH was the first nationwide provider to secure rights for SEC Network when we announced our deal in March, and we have been welcoming college football fans for months. We cannot wait for kickoff."

To celebrate the upcoming football season, new DISH customers who subscribe to the America's Top 120+ and above package by October 21, 2014, will also receive the Multi-Sport package included through the end of the year. The Multi-Sport programming delivers more than 35 channels of college and professional sports including the Big Ten Network (channel 405 on the Hopper), Pac-12 Networks (channel 406 on the Hopper), ESPN Goal Line, NFL Red Zone from NFL Network, and more than 20 regional sports networks. A full list of channels can be accessed [here](#). In addition, when new DISH customers mention the offer code "FLAG" they can receive a flag of the SEC or Pac-12 team of their choice to further show their support this season.

For more information, visit www.dish.com/secnetwork.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiaries, provides approximately 14.053 million pay-TV subscribers, as of June 30, 2014, with the highest quality programming and technology with the most choices at the best value. Subscribers enjoy a 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 250 company. Visit www.dish.com.

Disclaimers

SEC ESPN Network is a registered trademark of ESPN Inc. All rights reserved.

DISH Anywhere claim based on remote viewing capability available with major TV providers as of 6/13/14.

Contact:

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