Finally, a Skinny Bundle! 'Don't Watch, Don't Pay' with DISH's New Flex Pack

Flex Pack skinny bundle offers choice, flexibility to create personalized TV package
$39.99 per month includes core package plus choice of one of eight channel packs
Channel packs, interchangeable monthly, include Locals, Variety, Kids, Action, etc.
Available for new and existing DISH customers

ENGLEWOOD, Colo.--Aug 4, 2016 --(BUSINESS WIRE)--Today DISH launched a new way to package and purchase pay-TV. The Flex Pack skinny bundle debuts at $39.99 per month with a core package of programming consisting of more than 50 channels and the choice of one of eight themed channel packs. Customers can add and remove as many channel packs as they would like each month to best suit their entertainment needs. Individual packs feature local broadcast networks, kids, national and regional action and general entertainment, and range in price from $4 to $10 per month.

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"Our customers are frustrated with having to pay for hundreds of channels, most of which they never watch," said Warren Schlichting, DISH executive vice president of Marketing, Programming and Media Sales. "Flex Pack provides a level of flexibility and control that brings our customers closer to the ideal of fully tailoring their channel lineup."

The Flex Pack core package features more than 50 channels like AMC, TNT, USA, HGTV, E!, Cartoon Network, History, A&E, CNN, Discovery, TBS, Food Network, FX and TV Land. The channel packs include the following:

Locals Pack ($10 per month): CBS, ABC, NBC, FOX, as well as Univision and others based on the local market

Variety Pack ($6 per month): Investigation Discovery, Lifetime Movie Network, Freeform, Bravo, BET, Crime & Investigation

Kids Pack ($10 per month): Disney Channel, Disney Jr., Animal Planet, Nick Jr., Disney XD, Nicktoons, Boomerang, Baby TV

National Action Pack ($10 per month): ESPN, ESPN2, FS1, Velocity, AXS TV, Fuse, TV Games Network, TVG2, Universal HD

News Pack ($10 per month): FOX News Channel, MSNBC, Weather Channel, CNBC, FOX Business Network, BBC World News, Bloomberg, TheBlaze

Heartland Pack ($6 per month): Hallmark Channel, Hallmark Movies & Mysteries, GSN, OWN, Uplifting Entertainment, Discovery Family, Baby TV, PIXL, RFD-TV, Ride TV, FamilyNet

Regional Action Pack ($10 per month): In-market regional sports network(s), Big Ten Network, FS2, Longhorn Network, Outside TV, Pac-12 Network, SEC Network, World Fishing Network, ESPN Buzzer Beater

Outdoor Pack ($4 per month): Outdoor Channel, Outside TV, Sportsman Channel, World Fishing Network

Customers who choose not to add any channel packs can receive the Flex Pack core programming for $29.99. Premium channels like HBO, Cinemax, Showtime and Starz are also available as add-ons for an additional fee. A complete channel lineup can be found at www.dish.com.

Flex Pack includes a standard DISH receiver, free installation and a two-year price guarantee for new customers. For an additional $10 per month, new customers can upgrade their equipment to the award-winning Hopper 3. Customers must enroll in eBill and AutoPay to be eligible to receive these offers.

About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.593 million pay-TV subscribers, as of June 30, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers 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 200 company. Visit www.dish.com.

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