

# DISH Network and CMT Partner to Super Serve the Country Music Fan with High Profile Music Programming

***DISH Network to Present New Franchise "CMT Front Row Only on DISH Network" Featuring Country Superstars Reba McEntire, Brad Paisley, Darius Rucker and Sugarland***

For the first time, DISH Network® and CMT have partnered to bring country music's biggest stars to DISH Network subscribers, as announced today by Ira Bahr, Chief Marketing Officer for DISH Network and Mary Beth Cunin, senior vice president of Programming Strategy for CMT. Under the deal, six episodes of the popular CMT series "Invitation Only" will have exclusive premiere windows on DISH Network's new CMT-branded franchise, "CMT Front Row Only on DISH Network."

The one-hour, monthly series will kick off on DISH Network on Tuesday, June 2 with Darius Rucker. Upcoming episodes will feature Reba McEntire, Brad Paisley and Sugarland, with more to be announced. The DISH Network and CMT partnership also includes content from the critically-acclaimed series "CMT Crossroads," and the upcoming "2009 CMT Music Awards" airing live Tuesday, June 16.

"Providing world premiere HD content like CMT's exclusive country music concert series is just one of the reasons DISH Network is the pay-TV leader in high quality programming and value," said Ira Bahr, Chief Marketing Office for DISH Network.

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"CMT is known for providing the best in country music programming, and this new installment of 'Invitation Only' allows us to continue to super serve our audience with the biggest stars in country today," said Cunin.

"Invitation Only" will be broadcast in HD on DISH Network Ch. 101, and be available through DISH On Demand prior to airings on CMT. New episodes of "Invitation Only" will premiere the first Tuesday of each month on DISH, beginning in June.

A departure from the typical concert special, "Invitation Only" features country music's biggest stars performing before a small studio audience in Nashville, taking questions from fans and delivering revealing and candid answers. Previous episodes on CMT have featured Keith Urban and Alan Jackson.

Additional information about "Front Row Only on DISH Network" features, events including "CMT's Crossroads," sweepstakes and more will be available soon. For more information about DISH Network, visit .

## About DISH Network

DISH Network Corporation (NASDAQ: DISH), the nation's HD leader, provides approximately 13.584 million satellite TV customers as of March 31, 2009 with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art

interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the DuoDVR ViP(R) 722 DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com).

## About CMT

CMT, a unit of Viacom's MTV Networks (NYSE: VIA) (NYSE: VIA.B) , is the leading television and digital authority on country music and entertainment, reaching more than 88 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT VOD.

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