

NBC Universal Partners With DISH Network to Expand Interactive Advertising Footprint

DISH Network Corporation (Nasdaq:DISH), the nation's third largest pay-TV provider and the digital transition leader, and NBC Universal today announced an agreement to provide interactive trigger capabilities to NBC Universal's 14 television networks and 10 NBC owned-and-operated TV stations. DISH Network(r) subscribers who have a digital video recorder (DVR) will be able to use their remote controls to request more information from advertisers about their products or to receive coupons for various product discounts.

The announcement was made today by Michael Finn, Vice President of Advertising Sales for DISH Network, and Mike Pilot, President of Sales and Marketing for NBC Universal.

"Our agreement with DISH Network is part of NBCU's ongoing initiative to make television advertising more effective and provide better accountability for our clients' media investments," said Pilot. "With this deal, we're extending our ability to provide RFI capability to any commercial on any NBCU network -- an important step and a unique capability in the market as we work with our clients to better understand and adapt to the new ways consumers are watching television."

"Bringing the capabilities and national reach of DISH Network's interactive TV platform to the network level with NBC Universal brings national advertisers the scale and return-on-investment that they have been searching for," said Finn. "Inserting on-screen triggers in the full suite of NBCU networks allows viewers the ability to interact with an advertiser's brand and request more information -- a powerful proposition that we know to be valuable to both advertisers and viewers."

As part of the agreement, NBC Universal will offer the ability to purchase advertisements with interactive trigger capabilities as a way to enhance their campaigns on NBC broadcasts delivered through DISH Network's satellite service. The interactive triggers allow viewers to select an icon displayed during a commercial that will take them to a page to obtain more information about the advertiser. When finished, viewers are returned to their programming at the exact place they exited. The advertiser information page may contain details about a product, service or more. NBC will also be able to provide advertisers with detailed reports about viewer participation with DISH Network's interactive products. Both DISH Network and NBC Universal will also continue to work together to develop new interactive products to serve future clients.

DISH Network subscribers with DVRs are able to view this interactive functionality. DISH Network's latest award-winning HD DVR, the ViP722, is a dual-tuner receiver that can record up to 500 hours of programming, more than any other DVR on the market. The ViP722 operates two televisions, one in HD and the other in standard definition, allowing customers to view programming from the receiver in separate rooms at the same time.

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.815 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S.,

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industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options, including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

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