

DISH Network First to Introduce Spanish-Language 'BabyTV' Channel in U.S

BabyTV is World's Most Widely-Distributed Baby Network; Delivers 100 Percent Original, Commercial-Free Content to Parents and Babies

DISH Network L.L.C., today announced the launch of BabyTV, a channel offering 24 hours per day of commercial-free programming dedicated to babies and toddlers, into its Spanish-language suite of packages, DishLATINO. DISH Network is the first pay-TV provider to offer the channel in the U.S.

"DISH Network is proud to be the exclusive provider of BabyTV, a channel that delivers 100 percent original programming in Spanish featuring an abundance of baby- and toddler-specific learning and entertainment content not offered by any other channel," said Alfredo Rodriguez, vice president of Marketing for DishLATINO. "BabyTV will add another dimension to the already wide variety of high-quality Spanish-language children's programming offered in our DishLATINO packages, such as CBeebies, Discovery in Español and Toon Disney."

"Baby and toddler content have been a huge success on DVD over the past decade in the U.S., with parents showing an appetite for well-designed, well-produced content from a trusted brand," said Maya Talit, Global Marketing Director and co-founder of BabyTV. "BabyTV has been able to deliver this kind of content successfully to parents and children through its global TV channel, and is happy to now provide its unique shows to parents in the U.S. on DISH Network."

BabyTV (DISH Network Ch. 824) features short-form episodes that explore early learning themes with an emphasis on parent-child interaction. The programs are categorized under nine themes, including First Concepts, Nature & Animals, Music & Art, Imagination & Creativity, Building Friendships, Activities, Guessing Games, First Songs & Rhymes, and Nighttime.

BabyTV's signature shows include, "Charlie & The Numbers," a playful introduction to numbers and counting; "Tulli," a guessing game that looks at objects from a toddler's perspective; "Oliver Discovers," a show that explores first concepts that can be found all around us; "Pim & Pimba," an imaginative series that uses everyday objects in a role-playing game; and "First Baby Songs," which is a production of favorite nursery rhymes and children's song clips, among others.

"Behind all of our shows is the premise that exposing children to ideas and information in a friendly way, and with the help of loveable characters, leads to a positive experience that opens the door for future learning," said Ron Isaak, Programming Director and co-founder of BabyTV.

BabyTV also operates a website, www.babytv.com, where in addition to games, activities, and a learning center, parents can find tips from BabyTV's experts that suggest creative ways to play and interact with their child using information that their child has seen on-screen. The website also encourages parents to celebrate their child's birthday on TV by making them the stars of their very own birthday clip, which can be created online by submitting a photo that may be aired later live on BabyTV.

To learn how to order BabyTV on DISH Network, visit www.dishlatino.com.

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About DISH Network

DISH Network Corporation (Nasdaq: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.2 million satellite TV customers, as of Sept. 30, 2010, with the highest quality programming and technology at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, 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 is a Fortune 200 company. Visit www.dish.com.

About BabyTV

Founded in 2003, BabyTV offers 24 hours of top-quality content created by educational experts for babies and toddlers, in a commercial-free environment. It was designed to support parents by providing shows that explore early learning themes through fun, with an emphasis on parent-child interaction. A part of FOX International Channels since 2007, BabyTV airs in over 90 countries globally via 400+ affiliate platforms, and in 17 languages, and also provides its content via VOD, Mobile and Broadband offerings. Visit www.babytv.com.

About FOX International Channels

FOX International Channels (FIC) is News Corporation's (NASDAQ: NWS) international multi-media business. We develop, produce and distribute over 200 entertainment, factual, sports and lifestyle channels across Latin America, Europe, Asia and Africa, in 35 languages. These networks and their related mobile, non-linear and high-definition extensions, reach over 300 million subscribing households (913 million cumulative) worldwide. We also operate a global online advertising unit, .FOX (pronounced "dot-fox") which specializes in online video and display, and four TV production houses. In operation since: August 14, 1993.

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