

DISH Network Introduces NFL Network's 'NFL RedZone' Channel

ENGLEWOOD, Colo.--DISH Network Corporation (Nasdaq: DISH) and NFL Network today announced that "NFL RedZone" - a new channel from NFL Network - will be available on DISH Network starting on the NFL's first Sunday of the regular season, Sept. 13.

NFL RedZone, produced by NFL Network, whips around every NFL game on Sunday afternoons delivering touchdowns and the most exciting moments live and in high definition. When a team goes inside the 20-yard line, known as the "red zone," fans see the crucial plays as they happen. The channel keeps fans up-to-date in real time, switching from game to game with live look-ins, highlights and a chance to see every important play.

"NFL RedZone is the most exciting thing to happen to football since high definition," said Ira Bahr, Chief Marketing Officer for DISH Network. "There's no better way to kick off the 2009 NFL season than by changing the way America watches football, and DISH Network is pleased to offer consumers an opportunity to catch every touchdown and the biggest plays as they happen."

"Fans with DISH Network now have the ability to see the important plays from NFL games as they happen on Sunday afternoons with our new NFL RedZone channel," said Kim Williams, Chief Operating Officer for NFL Network. "We are thrilled to announce this deal with DISH Network that provides fans with an exciting new channel produced by NFL Network that complements the live broadcasts of NFL games."

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Starting Sept. 13, NFL RedZone provides live action and real-time highlights from the 1:00 p.m. E.T. and 4:00 p.m. E.T. games. Host Scott Hanson brings viewers real-time scoring and fantasy updates from a new state-of-the-art NFL RedZone studio at NFL Network headquarters in Los Angeles.

NFL RedZone is broadcast in both high definition and standard definition on DISH Network Ch. 155 as part of the Multi-Sport Package, which is available to most DISH Network customers at \$5.99 per month.

For more information on NFL RedZone, visit www.nfl.com/redzonetv. For more information on DISH Network, visit www.dishnetwork.com.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), the nation's HD leader, provides approximately 13.610 million satellite TV customers as of June 30, 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 ViP(R) 722 HD 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 P

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