

# DISH Network and Community Broadcasters Association Partner on Digital Transition Outreach Initiative

## *CBA Endorses DISH Network's Converter Boxes*

DISH Network Corporation (Nasdaq: DISH), the digital transition leader, today announced a partnership with the Community Broadcasters Association (CBA) to help prepare consumers who watch TV via over-the-air signals - including signals from low-power stations - for the digital transition. The cornerstone of the partnership will involve promotion and sales of DISH Network's suite of digital-to-analog converter boxes to consumers in need, with a portion of the proceeds going to the CBA in support of its digital transition education efforts.

The digital transition mandates that all high-power TV stations switch their signal from analog to digital by Feb. 17, 2009. Low-power stations will not be required to make the switch until a later, undetermined date; however, consumers with analog TV sets who wish to continue watching both digital high-power stations and analog low-power stations must either subscribe to a pay-TV service or purchase a converter box that has analog pass-through. DISH Network's converter boxes -- the TR-40 CRA, DTVPal, DTVPal Plus and the DTVPal DVR, which is available in late November -- are some of only a few boxes on the market that include this unique feature, which allows a box to accept both analog and digital signals.

"DISH Network, a leader in the digital transition, is proud to partner with the CBA in this widespread effort to offer over-the-air consumers the tools and resources they need to continue enjoying their favorite channels following the switch," said Tom Stingley, executive vice president of Sales and Distribution for DISH Network. "DISH Network is the only pay-TV provider offering both 100 percent digital television packages in English, Spanish and international languages, AND some of the most sought-after converter boxes on the market today, and we look forward to working with the CBA to educate consumers on those solutions."

"The CBA is proud to provide a workable solution to assist over-the-air television in solving the severe problem created by the grossly inadequate supply of converter boxes with the essential analog pass-through feature," said Greg Herman, vice president of Technology for the CBA. "We are pleased to endorse DISH Network's top-rated line of converter boxes, which offer a substantially more intelligent and appropriate option for consumers and will help avoid the numerous problems created by the distribution of boxes that block analog signals."

All of DISH Network's converter boxes qualify for the National Telecommunications and Information Administration's TV Converter Box Coupon Program, with the exception of the DTVPal DVR; coupons may be ordered by visiting <http://www.dtv2009.gov>. When the coupon is applied, the TR-40 CRA is free; DTVPal is \$19.99; DTVPal(TM) Plus, which features an enhanced tuner for weak signal areas, costs \$29.99\*. A portion of all sales completed at <http://www.mydtvpal.com> will go to the CBA.

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Additional components of DISH Network's converter boxes include an easy-to-follow setup wizard, an electronic program guide with up to seven days of program listings, parental controls, program search, auto tune timers for program recording on a connected VCR, closed caption support, a remote control, and signal strength screen pop-ups that can troubleshoot lost signals.

Consumers can also prepare for the digital transition by subscribing to pay television. DISH Network offers the best value in entertainment with the lowest all-digital price every day, along with unmatched technology and award-winning customer service that has surpassed major cable TV providers for the past eight years. The recently introduced DISH Network American and Latino Welcome Packs feature 20 popular channels for less than \$10 per month. Or for as little as \$19.99 per month (additional \$5 for local channels), DISH Network customers can subscribe to the DishFAMILY package and receive over 40 popular channels, plus free installation and activation.

For more information about DISH Network, visit <http://www.dishnetwork.com> or call 1-800-333-DISH (3474). To learn more about DISH Network's converter boxes and to order, visit <http://www.dtvpal.com>.

\*Converter box prices do not include shipping or taxes

### **About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides approximately 13.79 million satellite TV customers as of June 30, 2008 with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP722(TM) HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., 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 <http://www.dishnetwork.com/aboutus> or call 1-800-333-DISH (3474) for more information.

### **About the Community Broadcasters Association**

The Community Broadcasters Association (CBA) represents the nation's 2,900 Class A and Low Power Television (LPTV) stations and participates regularly in Commission proceedings to represent the interests of the LPTV industry. The CBA understands the great importance of being part of the historic digital transition in the United States, helping to take TV into the Digital Age and wants to provide its station member audiences the ability to not only watch shows in digital, but to give them the ability to continue watching the analog signals of TV stations that have not made the transition to digital operations or to be able to receive emergency information in a storm or natural disaster when other TV services are often temporarily unavailable. Every home in America needs a DTV converter box in the event of an emergency.

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