

# DISH Network First to Offer All Standard and High Definition Programming in MPEG-4

## *Industry's Most Advanced Delivery System Includes Best Picture Quality on Any TV*

DISH Network Corporation (Nasdaq: DISH), the third largest pay-TV provider and the digital television leader, today became the first in the pay-TV industry to transmit all standard and high definition programming in the MPEG-4 Advanced Video Coding Standard. This milestone continues DISH Network's series of industry firsts, including the latest expansion in high definition services, the launch of TurboHD -- the only 100 percent HD service -- the availability of movies in Blu-Ray Disc quality 1080p resolution, and the commitment to offer up to 150 national HD channels by the end of the year.

New customers in 21 designated markets\* in the eastern half of the U.S. who sign up for any DISH Network(R) HD package will be the first in the nation to receive the industry's most advanced delivery system on all televisions connected to DISH Network service. This includes all SD and HD programming broadcast in MPEG-4 via DISH Network's award-winning MPEG-4 HD and HD DVR receivers -- even further enhancing DISH Network's already superior picture.

"DISH Network once again leads the pack in providing customers with an unparalleled entertainment experience. Our complete MPEG-4 solution -- which will offer up to 150 HD channels by the end of the year -- uses the most advanced technology in the industry to deliver the best quality picture to any television set in the home, perfect for those who have or are considering upgrading to high definition," said Jessica Insalaco, Chief Marketing Officer for DISH Network. "We look forward to expanding this advanced service to more consumers throughout the U.S. in the coming months."

To maximize the MPEG-4 TV experience, new customers can sign up for DISH Network's recently-introduced TurboHD, the only packages in the industry featuring 100 percent HD, MPEG-4 programming, starting at \$24.99 per month. TurboHD is available in three separate tiers and comprises special "turbo-charged" features and benefits such as DISH Network's award-winning and industry-leading technology, the highest quality HD available including 1080p where applicable, and the most-watched HD channels that may be viewed on any TV -- analog, digital or high definition.

Current DISH Network customers looking to add the industry's best high definition experience can get a "turbo-charged" HD package for as little as \$10 more per month.

For more information about DISH Network's MPEG-4 service, 1080p programming, new HD channels, and TurboHD system and packages, visit <http://www.dishnetwork.com> or call 1-800-333-DISH (3474).

The first wave of the all-MPEG-4 offer will occur in 21 markets, including: Cleveland; Richmond, Va.; Baltimore; Columbia, S.C.; Tampa, Fla.; Green Bay, Wis.; Greensboro, N.C.; Providence, R.I.; Greenville, S.C.; Knoxville, Tenn.; Raleigh, N.C.; Chicago; Detroit; Charlotte, N.C.; Dallas; Nashville, Tenn.; Minneapolis, Minn.; Philadelphia; Washington, D.C.; New York; and Hartford, Conn. Additional markets will be announced at a later date.

## **About DISH Network**

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in

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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.

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