SLING TV RELAUNCHES DISNEY STAR CHANNELS AND HOTSTAR ORIGINAL CONTENT

- *19 live South Asian channels across 7 languages added to SLING lineup*
- *SLING viewers have even more options in popular South Asian content and shows*

ENGLEWOOD, Colo., Sept. 14, 2023 /PRNewswire/ -- SLING TV announces the relaunch of Disney Star, a premier provider of popular South Asian programming. Disney Star's entertainment portfolio brings a wealth of popular linear and video-on-demand content to the already robust SLING South Asian offering.

Through this relaunch SLING is providing access to 19 linear channels and offering 150 hours of on-demand entertainment every week from Disney Star's portfolio. The line-up includes renowned premium channels such as Star Plus (Hindi), Vijay TV (Tamil), Asianet (Malayalam), Star Maa (Telugu), Star Jalsha (Bengali), Star Pravah (Marathi) & Star Suvarna (Kannada). Sling Freestream will also introduce the immensely popular English- dubbed channel, Life OK, featuring the finest shows from the extensive Disney Star library. The addition of Star's content solidifies the position for SLING as the top destination in the United States for South Asian live and on demand content.

"We have been looking for a way to bring Disney Star's content back to DISH and SLING because it is beloved by our South Asian customers," said Liz Riemersma, vice president of business development, strategy and international, SLING TV. "The addition of Star's 19 live channels and a selection of Hotstar's original programs will provide our customers with the best South Asian content, all in one place."

"We are excited to further extend the reach of our compelling and multilingual portfolio to our audiences in the United States, through our collaboration with DISH and SLING TV. The US has a strong viewer base for our content especially the series and format shows on our class-leading channels across languages. In addition to our much-loved channel offering, we will also be serving our most sought-after Hotstar Specials to the US viewers. We constantly explore opportunities to connect with our audience and this latest collaboration with SLING TV is another step in that direction," said Sudhir Nagpal, head, international business, Disney Star.

Upon Disney Star's launch on SLING, new content will become available with Hindi, Dakshin and Desi Binge packages (among others), which also offer a wide variety of live and on-demand Desi entertainment.

For domestic viewers seeking access to the best of Disney Star programming and Hotstar Specials, they will need to add one of the SLING South Asian packages to their SLING subscription.

ABOUT SLING TV

SLING TV is an Emmy® Award-winning live streaming TV service that provides more than 800 channels from today's most popular networks across its general market, Latino and international services. It is available on all major streaming devices, smart televisions, tablets, game consoles, computers and smartphones. SLING TV offers two general market streaming services, SLING Orange and SLING Blue, that collectively feature content from ABC/Disney/ESPN, FOX, NBC, AMC, A&E, AXS, Discovery, Scripps, Turner, Viacom, NBA TV, NFL Network, NHL Network, Pac-12 Networks, GSN, Hallmark, SHOWTIME, STARZ and MGM+. SLING TV offers customers access to free content via Sling Freestream, à la carte channels and services, plus Pay-Per-View events and movies on demand. SLING TV provides a suite of à la carte and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. SLING TV is the leading U.S. provider of foreign-language programming, with more than 300 channels in over 20 languages. Additionally, SLING TV offers a variety of local channel solutions through the AirTV brand, which provides products and services that simplify the modern over-the-air (OTA) entertainment experience. Visit sling.com and AirTV.net for more information. SLING TV L.L.C. and AirTV L.L.C. are wholly owned subsidiaries of DISH Network Corporation (NASDAQ: DISH).

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