



Blockbuster Movie Package for DISH Customers Enhanced With Thousands of Streaming Movies and TV Shows for Kids

Blockbuster @Home, for Only \$10 per Month, Gives More Than 100,000 Titles by Mail, In-Store Exchanges, 10,000 Titles Streaming to TV and 25,000 Titles Streaming to Computer

LAS VEGAS, NV -- (MARKET WIRE) -- 01/09/12 -- (NASDAQ: DISH) -- DISH Network L.L.C. announced today the expansion of family and kid's programming available through the company's Blockbuster @Home™ entertainment package. DISH will add more than 3,000 titles suitable for children ages three to 13 as part of its growing line-up of family entertainment, including programming from partners Vivendi Entertainment, Cookie Jar, Lions Gate Films and Scholastic Media.

Families that subscribe to the Blockbuster @Home package by DISH can enjoy popular titles on-demand, including shows such as "Veggie Tales," "Inspector Gadget," "Goosebumps," "Heathcliff," "I Spy," "Madeline," "Strawberry Shortcake" and many more.

"The Blockbuster brand is known for two things: family and movies and now we offer our customers more of both," said Dave Shull, senior vice president of Programming, DISH. "Our kid's programming expansion provides families an even bigger selection of shows that are exciting and educational."

Blockbuster @Home is an expansion of Blockbuster Movie Pass, introduced by DISH last fall. For \$10 per month, this exclusive package offers DISH customers the following:

- More than 100,000 DVD movies, TV shows and games by mail with unlimited in-store exchanges of DVDs and video games at participating Blockbuster stores;
- Streaming access on the TV to more than 10,000 movies and TV shows, including more than 3,000 kids and family shows;
- More than 25,000 movies and TV shows on demand on the computer;
- More than 3,000 video games by mail;
- More than 20 premium movie and family channels.

Blockbuster @Home, offered only to DISH customers, is now available on the iPad® through the recently enhanced DISH Remote Access app.

To access Blockbuster @Home or on-demand content, a DISH HD DVR ViP 612, ViP 622, ViP 722, ViP 722k or the Hopper whole-home HD DVR entertainment system is required.

Many of the same streaming movie choices offered by Blockbuster @Home will also be accessible on the Hopper for customers who have limited or no Internet access with a feature called DISH Unplugged. DISH Unplugged offers hundreds of movies delivered to the Hopper's internal hard drive via satellite, ensuring no buffering and the highest quality video experience.

For more information, visit www.dish.com. Logos for DISH and Blockbuster @Home are available at <http://press.dishnetwork.com/Press-Center/Photo-Library>.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.945 million satellite TV customers, as of Sept. 30, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy 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's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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