DISH Network Offers Three Months Free of Blockbuster By Mail

ENGLEWOOD, Colo., May 19, 2011 /PRNewswire/ -- DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), today announced a promotion offering Blockbuster® By Mail free for three months to new DISH Network satellite TV customers.

(Logo: http://photos.prnewswire.com/prnh/20100611/LA19624LOGO)

New DISH Network customers who activate qualifying DISH Network programming through August 10, 2011, will enjoy three months free of Blockbuster By Mail which offers unlimited access to more than 100,000 movies, TV shows and games through the mail, new titles 28 days before Netflix or Redbox, Blu-ray movies, and the added benefit of instant exchanges at participating neighborhood Blockbuster stores.

"We are pleased to introduce a DISH Network promotion with Blockbuster," said Ira Bahr, Chief Marketing Officer for DISH Network. "DISH Network now offers more than twice as many movie choices as any other TV provider. If you love movies, you're going to love DISH Network."

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.19 million satellite TV customers, as of March 31, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, 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 annually. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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