



DISH Network Introduces Tailgater - Portable Satellite System Ideal for RV's, Camping and Tailgating

Tailgater - Simple to Set Up and Ready for Use in Minutes

ENGLEWOOD, Colo., Aug. 29, 2011 /PRNewswire/ -- DISH Network L.L.C. today introduced the [Tailgater™](#) by DISH Network, a lightweight, portable satellite TV antenna ideal for watching TV while tailgating, camping, [RVing](#) or engaging in other outdoor activities.

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

The Tailgater is not only one of the lowest-priced portable satellite antennas on the market but also one of the easiest to use. Weighing in at just 10 pounds, the Tailgater automatically locates satellite positions, which means that there's no need for manual antenna adjustment. The Tailgater easily connects to a small, sleek DISH Network set-top box and TV. Within minutes, customers will be able to enjoy their favorite channels in [high definition](#).

"Tailgaters across the country have wanted an easy way to watch their games in HD, and now they can through DISH Network's Tailgater — the best value for a [portable satellite TV antenna](#) on the market," said Ira Bahr, Chief Marketing Officer for DISH Network. "The Tailgater's simple set-up combined with full access to DISH Network's programming packages at convenient month-to-month pricing makes it the best 'TV-on-the-go' option for outdoor enthusiasts."

The Tailgater costs \$350 and works with DISH Network's ViP 211k (MSRP: \$149) single-tuner HD receiver. For added flexibility, DISH Network offers customers a convenient solution that allows them to pay [month-to-month](#) for programming, ensuring they only pay for the service when in use. Current DISH Network customers can use their existing account to service the Tailgater system. An additional outlet fee may apply.

For more information about the Tailgater by DISH Network, visit www.dish.com/tailgater.

Note to editors:

Product demonstration [video](#) of Tailgater and high-resolution [photos](#) are available.

Note to television assignment editors:

High resolution b-roll is available of the [Tailgater](#) and a [product demonstration](#).

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.056 million satellite TV customers, as of June 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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