



## **Dish Network® Extends HD Leadership, Delivers Slate of Nine New National HD Channels**

### ***Launch brings DISH Network's national HD count to more than 160 channels***

**Englewood, Colo. - Feb. 11, 2010** - DISH Network L.L.C., the fastest-growing pay-TV provider in America, today announced a substantial expansion of the largest high definition lineup in the U.S. with the introduction of nine new HD channels: Fox Soccer Channel HD, Sportsman HD, Hallmark Channel HD, IndiePlex HD and RetroPlex HD, which are only available on DISH Network, as well as truTV HD, E! HD, BBC America HD and SHOWTIME® (West) HD. The definitive HD leader, DISH Network now broadcasts more than 160 HD channels.

"DISH Network continues to extend its HD leadership with the launch of nine additional high-quality, sought-after HD channels," said Charlie Ergen, President, Chairman and CEO of DISH Network. "We continue to deliver on our commitment to give our customers the breadth and depth of top HD programming they ask for at a value unmatched by any other pay-TV provider."

E! HD is available in the America's Top 120 Package. BBC America HD, Hallmark Channel HD and truTV HD are located in the America's Top 200 Package; Fox Soccer Channel HD and Sportsman HD are offered in the America's Top 250 Package; SHOWTIME (West) HD is located in the Showtime Unlimited Package; and IndiePlex HD and RetroPlex HD are in the PlatinumHD Package. Access to all HD channels requires a subscription to HD programming.

Qualified new DISH Network customers who sign up with a 24-month commitment receive \$15 off for 12 months, free installation, a free HD DVR upgrade, free service on a second TV, and free HBO and Showtime premium channels for three months. For more information about DISH Network's comprehensive HD lineup, visit [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

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### **About DISH Network**

DISH Network L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides more than 14 million satellite TV customers, as of Dec. 10, 2009, with the highest quality programming and technology at the best value, including the lowest all-digital price nationwide. Customers have access to hundreds of video and audio channels, the most HD channels, the most international channels, state-of-the-art interactive TV applications, and award-winning HD and DVR technology including 1080p Video on Demand and the ViP® 722 HD DVR, a CNET and PC Magazine "Editors' Choice." DISH Network Corporation is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit [www.dishnetwork.com](http://www.dishnetwork.com), follow on Twitter, @dishnetwork ([www.twitter.com/dishnetwork](http://www.twitter.com/dishnetwork)), or become a Fan on Facebook, [www.facebook.com/dishnetwork](http://www.facebook.com/dishnetwork).