# STAR Ananda Debuts Nationwide Exclusively On DISH Network®

**Englewood, Colo., July 22, 2010** - DISH Network L.L.C., the leader in international programming, today introduced STAR Ananda, a top-rated Bengali news channel from India. The channel is available exclusively in the U.S. to DISH Network customers.

STAR Ananda, located on DISH Network Ch. 907, is India's first 24-hour national Bengali news channel. West Bengali's most popular news channel features a mix of informative and thought-provoking programs such as "Ekhon Kolkata," "Aabar Kolkata," "STAR Khobor" and "Ek Dojon Golpo."

"The STAR brand has the tradition of delivering high quality programming from the Indian continent to our viewers, and we look forward to the same from STAR Ananda," said Chris Kuelling, vice president of International Programming for DISH Network. "We are proud to say that no other pay-TV company in America comes close to providing the breadth of South Asian programming that DISH Network offers its customers."

STAR Ananda is available to DISH Network customers for $19.99 per month as part of the Prabasi Bengali Pack, which also includes Tara Muzik and AATH.

**About DISH Network**

DISH Network L.L.C., the nation's leader in international programming, provides more than 185 ethnic channels in 28 languages - more than any other pay-TV provider. DISH Network 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 the ViP 922 SlingLoaded DVR, the world's only DVR with TV Everywhere functionality. To learn more about DISH Network's international programming or to order STAR Ananda, call 1-888-229-8202 or visit www.dishnetwork.com/international.