DISH Network(R) Announces Free Preview of NBA League Pass

ENGLEWOOD, Colo., Oct 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DISH Network L.L.C., a subsidiary of DISH Network Corporation (Nasdaq: DISH), today announced a weeklong free preview of NBA LEAGUE PASS, the NBA's pay-per-view package of out-of-market games. The free preview on DISH Network begins today, the opening day of the 2009-10 NBA season, and runs through Tuesday, Nov. 3, 2009.

NBA LEAGUE PASS, DISH Network Channels 560-572, takes viewers courtside every week with up to 40 live games from around the league. A subscription to NBA LEAGUE PASS also includes:

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--  NBA TV, the NBA's 24-hour digital television network
--  NBA LEAGUE PASS BROADBAND, the enhanced subscription service that offers
    access to Webcasts of out-of-market games online at NBA.com
--  NBA LEAGUE PASS Stats Central, a television channel dedicated to
    displaying real-time updates including scores and stats of every game

--  High Definition Telecasts of Select Games
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NBA LEAGUE PASS is available to customers at an early bird package price of four payments of $41.99 if ordered before Nov. 4, 2009.

For more information or to order NBA LEAGUE PASS, visit *www.dishnetwork.com/basketball* or call 1-800-333-DISH.

About DISH Network L.L.C.

DISH Network L.L.C., the nation's HD leader, provides approximately 13.610 million satellite TV customers as of June 30, 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((R))722 HD DVR, a CNET and PC Magazine "Editors' Choice." Visit *www.dishnetwork.com*.

About NBA Digital

NBA Digital is a landmark partnership between the National Basketball Association and Turner Sports, a division of Turner Broadcasting, Inc., to jointly manage the NBA's digital assets, which include NBA TV, NBA.com, NBA LEAGUE PASS, NBADLEAGUE.com and WNBA.com

SOURCE DISH Network L.L.C.

http://www.dishnetwork.com

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