DISH Network First Satellite TV Provider to Introduce Local Channels in Bend, Ore. and Marquette, Mich.

Now offers local channels in 180 markets, covering more than 97% of U.S. TV Households

WHAT: DISH Network® today announced it is the first satellite TV provider to introduce standard definition (SD) local channels in Bend, Ore. and Marquette, Mich. The launch of the channels brings DISH Network's total SD local channel offerings to 180 markets, covering 97 percent of U.S. TV households – the most of any pay-TV provider in the nation.

WHERE: Bend, Ore. and Marquette, Mich.

WHEN: Standard definition local channels become available to DISH Network subscribers at approximately 5 p.m. MDT on July 8, 2009.

WHY: No one offers local channels in more markets than DISH Network.

HOW: All DISH Network customers who live in Bend, Ore. and Marquette, Mich. can subscribe to their local channels for an additional $5 per month. For more information about DISH Network's local channel offerings, please visit www.dishnetwork.com or call 1-800-333-DISH (3474).

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About DISH Network Corporation

DISH Network Corporation (Nasdaq: DISH), the nation's HD leader, provides approximately 13.584 million satellite TV customers as of March 31, 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 DuoDVR ViP® 722 DVR, a CNET and PC Magazine "Editors' Choice." DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 250 company. Visit www.dishnetwork.com.

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