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DISH Submits Comments to FCC on Wireless Rules

ENGLEWOOD, CO -- (Marketwire) -- 05/17/12 -- DISH (NASDAQ: DISH)

- Colorado company outlines its contributions to solving the "spectrum crunch"
- DISH to deliver competition, choice to mobile wireless data consumers
- Wireless broadband network to be built on LTE-Advanced standard
- Commits to multi-billion dollar investment; tens of thousands of jobs
- Proven track record of delivering competitive, disruptive technology

DISH has submitted its comments in response to the Federal Communications Commission's Notice of Proposed Rulemaking (NPRM) regarding wireless spectrum licensed by the Colorado-based pay-TV provider.

The question before the FCC is whether to change the current rules governing the so-called "Mobile-Satellite Service" spectrum so that it can be more efficiently used to deliver mobile wireless services for data, voice and video applications into the mass market.

"We're optimistic that the FCC can complete its rulemaking by the end of the summer," said Tom Cullen, executive vice president of DISH. "Unleashing additional spectrum for wireless broadband is one of the highest stated priorities of the Obama administration and the FCC. We're prepared to help meet the challenge as soon as reasonable modifications to the rules are approved."

Last year, DISH invested \$3 billion to take control of 40 MHz of spectrum in the 2 GHz band. This spectrum remains largely unused due to the uncompetitive requirements currently in place.

The FCC has estimated that demand for mobile data -- the type consumed by smart phones, tablets and computers -- will "grow between 25 and 50 times" its 2010 levels by 2015.

In its comments to the Commission, DISH emphasized the following key points regarding its timing, investment and job creation opportunities:

MEETING THE SPECTRUM CRUNCH: "DISH's planned entry into the wireless market could not come at a better time for American consumers. America's need for more competitive mobile broadband services, and for spectrum required to sustain and grow these services, will increase exponentially during the next several years."

TIME IS OF THE ESSENCE: "The Commission's proposal to modify DISH's license represents an important step toward putting 40 MHz of wireless broadband spectrum to use for American consumers as quickly as possible. It is critical, however, that the Commission acts expeditiously so that the spectrum can actually be utilized by new competitive services."

DEPLOYING ADVANCED TECHNOLOGY: "DISH will take advantage of LTE-Advanced, the most advanced wireless technology available, without being captive to a 'legacy' technology. If the Commission acts quickly, DISH is poised to enter the market at a time when mobile broadband technology is leaping to significantly superior capabilities."

INVESTING IN JOB CREATION: "To deploy and operate a full-fledged terrestrial broadband wireless network, DISH is prepared to spend billions of dollars on infrastructure and employ tens of thousands of Americans."

PROVEN TRACK RECORD: "DISH has a long history of implementing innovative approaches to its businesses and acting as a disruptive, dynamic force that promotes vibrant, competitive markets. DISH is ready to bring this same competitive energy to the mobile broadband marketplace."

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.071 million satellite TV customers, as of March 31, 2012, 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 lineup with more than 200 national HD

channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation'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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