DISH Network Rolls Out 3D Movie Selections

Customers Ordering 'DISH Cinema On Demand' Movies in December Entered into Holiday Sweepstakes for Prizes Including 3D TV Set

ENGLEWOOD, Colo., Dec. 16, 2010 /PRNewswire/ -- DISH Network L.L.C., today announced the rollout of multiple 3D movies available from DISH Cinema On Demand.

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(Logo: http://photos.prnewswire.com/prnh/20100611/LA19624LOGO)

Beginning this month, DISH Network is giving customers access to a variety of 3D movies including "Cats and Dogs: The Revenge of Kitty Galore," "The Last Airbender," "A Christmas Carol" and "Step Up 3D." Additional titles coming in January include "Despicable Me," "Shrek Forever After," and "Saw: The Final Chapter." These movies will be delivered in up to 1080p resolution.

To celebrate the introduction of 3D programming and the wide variety of on demand selections available through its DISH Cinema platform, DISH Network is hosting a "Home for the Holidays Sweepstakes" through Dec. 31. Each time a DISH Network customer rents a qualifying movie or event from DISH Cinema, they are automatically entered into a drawing to win prizes like a Sony® 46-inch LED 3DTV, Sony® Portable Satellite Navigation Systems, Sony® Webbie HD™ Cameras, FOX Family Prize Packs and more.

"DISH Network is giving customers the ability to experience the power of 3D from home with a variety of popular movies available on DISH Cinema," said Dave Shull, senior vice president of Programming for DISH Network. "Our customers expect engaging video experiences, and we look forward to bringing them additional 3D titles as we expand our DISH Cinema platform."

To enjoy DISH Network's 3D movie selections, customers will need a 3D television set with compatible 3D glasses and a DISH Network ViP® 922 HD DVR. DISH Network's 3D movies range in price from $5.99-$7.99 and can be ordered through the DISH Cinema interface by pressing "Menu" then "DISH On Demand," or by tuning to DISH Network Ch. 1 or 501. For more information, visit www.dish.com/3D.

About DISH Network

DISH Network Corporation (Nasdaq: DISH), through its subsidiary DISH Network L.L.C., provides more than 14.2 million satellite TV customers, as of September 30, 2010, with the highest quality programming and technology at the best value, including HD Free for Life. Subscribers enjoy industry-leading customer satisfaction, the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

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