



Attention Consumers: Take the DISH Test Drive and Watch TV on Your Tablet or Smartphone... at No Charge for 24 Hours

LAS VEGAS, NV -- (MARKET WIRE) -- 01/09/12 -- (NASDAQ: DISH) - [DISH Network](#) L.L.C., the third largest pay-TV provider, is introducing DISH Test Drive, giving Americans the ability to sample TV Everywhere technology from DISH and watch a selection of popular TV programming online or on mobile devices at no charge for 24 hours. Starting Feb. 1, TV viewers can visit www.dish.com/testdrive from a computer, tablet or smartphone and sign up. DISH made the announcement at the 2012 International CES.

DISH was the first pay-TV provider to introduce TV Everywhere technology and give subscribers the ability to watch all of their live and recorded television programs on compatible smartphones, tablets and computers. DISH is now demonstrating to prospective customers how convenient and easy it is to watch TV while on the go.

"As people continue to buy millions of tablets and smartphones, they will want to enjoy their favorite TV and movie shows on their tablets," said Vivek Khemka, vice president of Product Management at DISH. "DISH Test Drive makes it easy to experience the magic of our entertainment and technology on smartphones, tablets and online, commitment free.

DISH is the only pay-TV provider to allow consumers to "try before they buy." With DISH Test Drive, prospective customers can watch live TV, recorded programs and on-demand content, including a cross-section of family and movie channels available from a variety of popular networks. DISH believes consumers will want to subscribe after enjoying its innovative TV Everywhere technology and the extensive choices for entertainment packages, all offered at attractive prices.

Visit www.dish.com for complete details. A logo for the DISH Test Drive is available <http://press.dishnetwork.com/Press-Center/Photo-Library>.

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.945 million satellite TV customers, as of Sept. 30, 2011, 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 line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network'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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